JULY 14, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY

More advertisers
-local and national-
buy more time on

KLZ

Than on any other Denver *Station*

CBS Affiliate - 560 Kc.

Affiliated in Management with WKY, Oklahoma City Represented by The Katz Agency

IN THIS ISSUE: AGENCIES REPORT FALL SPOT PLACEMENTS UP

SELLING SOCK

No logger would try to notch a mighty Washington fir with a hatchet, when a trusty double-bitted axe could be had.

Likewise, no realistic advertiser tackles the big Seattle-Tacoma-Puget Sound market with light-weight selling gear. It calls for the solid selling sock provided by KOMO — recognized leader for 20 years with the audience, prestige and selling force to do the job.

Check Hooper ratings, hear the story of local listener dependence on this *exclusive* voice of NBC. Surely, economically, without budget strain — KOMO leadership sells this market.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

NBC AFFILIATE

FOR **SEATTLE** **TACOMA** AND **THE PUGET SOUND COUNTRY**

KOMO

National Representatives: EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

And our thanks to all who have shared in our progress

WNAC

Key station of New England's largest regional network and Boston originating station of Mutual Broadcasting System, the world's largest network

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

HARBINGER of what may lie ahead seen in increasing number of newcomer AM stations, mainly in secondary markets, being offered at "approximate construction cost." First such case has yet to come before FCC. Reports indicate eager-beaver glamor rapidly is wearing off because of high operating costs and tough selling against entrenched operations.

BATTLE of San Francisco vs. Los Angeles for next spring's NAB convention under way in earnest. Former offers its palatial civic center, with place for exhibits, but hotels are scattered. Los Angeles has one big hotel—Biltmore—with theatre-auditorium on premises, but some delegates would have to stay at hostelries up to 20 miles away.

WILLIAM ESTY Co., New York, said to be negotiating for *Screen Guild Players* as fall replacement for *Abbott & Costello* sponsored by R. J. Reynolds Co. (Camel cigarettes) on NBC. Guild is sponsored by Lady Esther on CBS but is expected to be dropped.

CLOSER SCRUTINY being given FM program plans by FCC, with some stations getting temporary extensions instead of regular renewals while FCC calls for more definite information, particularly on local-live percentages. Stations' general statement that FM will duplicate AM as much as possible, observers say, is no longer satisfactory to FCC and brings further inquiry. FCC sources deny persistent reports that any rule of thumb—5% or 10%, some broadcasters feel—has been established as minimum for local live.

ADDITION of Rep. Robert F. Jones (R-Ohio) to FCC commissionership not expected immediately to effect speedup of decision making. Takes time to learn ropes, Commission spokesman says, with policy or big cases involving volumnious records to be scanned. Other handicaps to proceedings: Atlantic City conference; illness of two commissioners.

WITH FULL COMMISSION so hard to assemble it's not hard to deduce FCC reason for delay of action on WORL Boston request for rehearing of license renewal denial [BROADCASTING, May 19]. Request says renewal denial ineffective as not majority finding of FCC. WORL deletion effective Aug. 31 under present order.

PUBLICATION in July 7 issue of BROADCASTING of announcement by Pilot Radio Corp. of new "Pilotuner" to convert AM receivers for FM reception brought prompt exploratory action by top FCC officials. FCC Chairman Charles R. Denny and Commissioner E. K. Jett, one of nation's foremost radio engineers, spotted ad while at Atlantic City conference, promptly ordered FCC Chief Engineer George Sterling to purchase unit and give it rigorous

(Continued on page 90)

Upcoming

July 14-21: Continuation International Radio Club meeting in Miami Beach and Havana Cuba.

July 15: RMA Advertising Committee, Stevens Hotel, Chicago.

July 17-18: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

July 21: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

Bulletins

SOME $2,000,000 in new sales orders announced last week by MBS. In addition to Pharmaco Co. through Ruthrauff & Ryan's order of two half-hour shows and three 15-minute programs (see page 16), H. C. Cole Milling Co., Chester, Ill. (Omega flour) starts sponsorship Oct. 5 of half-hour musical show, format to be decided, Sundays 3-3:30 p.m. through Gardner Adv. Co. Third order placed by Gahagan & Turnbull Co., New York, for America's Future (book distributors) who start sponsorship Sept. 7 of Sam Pettengill, news comments, Sundays 1-1:15 p.m.

JAMES FONDA,, associate talent buyer, Foote, Cone & Belding, Hollywood, appointed radio director, agency's Chicago office, succeeding Stuart Dawson, resigned [BROADCASTING, July 7]. With agency over 11 years, Mr. Fonda currently directing *Adventures of Phillip Marlowe*, Lever Bros. summer replacement for Bob Hope.

NBC plans to demonstrate Zoomar lens on RCA Image Orthicon camera for press last Friday cancelled when Burke Crotty, director of NBC's video field operations, expressed unwillingness to use lens publicly without more practice.

Business Briefly

MAGAZINE SPONSORS ● *Musical Digest* will again sponsor Detroit Symphony Orchestra this year on ABC Sun. 8-9 p.m. for 39 weeks beginning Oct. 5. Agency, Kenyon & Eckhardt, New York.

FORD ON NBC ● Ford Motor Co. to sponsor *Ford Theatre*, Sun. 5-6 p.m. on NBC starting in October. Agency Kenyon & Eckhardt, New York.

ABC SALES GAIN ● National spot sales revenue in June for ABC owned and operated stations showed 5.1% increase over June, 1946. Spot sales for second quarter increased 7.8% over first quarter.

GOODYEAR PLANS ● Goodyear Rubber Co. believed potential sponsor for Notre Dame and Northwestern U. home football game telecasts over WBKB Chicago, Balaban & Katz video station.

TONIC, OIL SPOTS ● Spot campaign by Groves Chill Tonic and Dr. Porter's Antiseptic Oil will use several Southern stations. Agency, Harry B. Cohen Adv. Co., New York.

U. S. RUBBER Co. has decided not to sponsor New York Philharmonic Sunday symphony program this coming fall. Decision, after four consecutive years of sponsorship, based on company's desire to resume advertising its individual and specific products. Agency, Campbell, Ewald & Co., New York. CBS, however, will continue broadcasts this fall.

GEN. MARK W. CLARK and Charles Luckman, president, Lever Bros. Co., tentatively scheduled to speak at annual convention, Pacific Council of AAAA, Oct. 12-15 at The Ahwahnee in Yosemite National Park. National board members, AAAA, also slated to attend since their meeting is Oct. 15 at Yosemite.

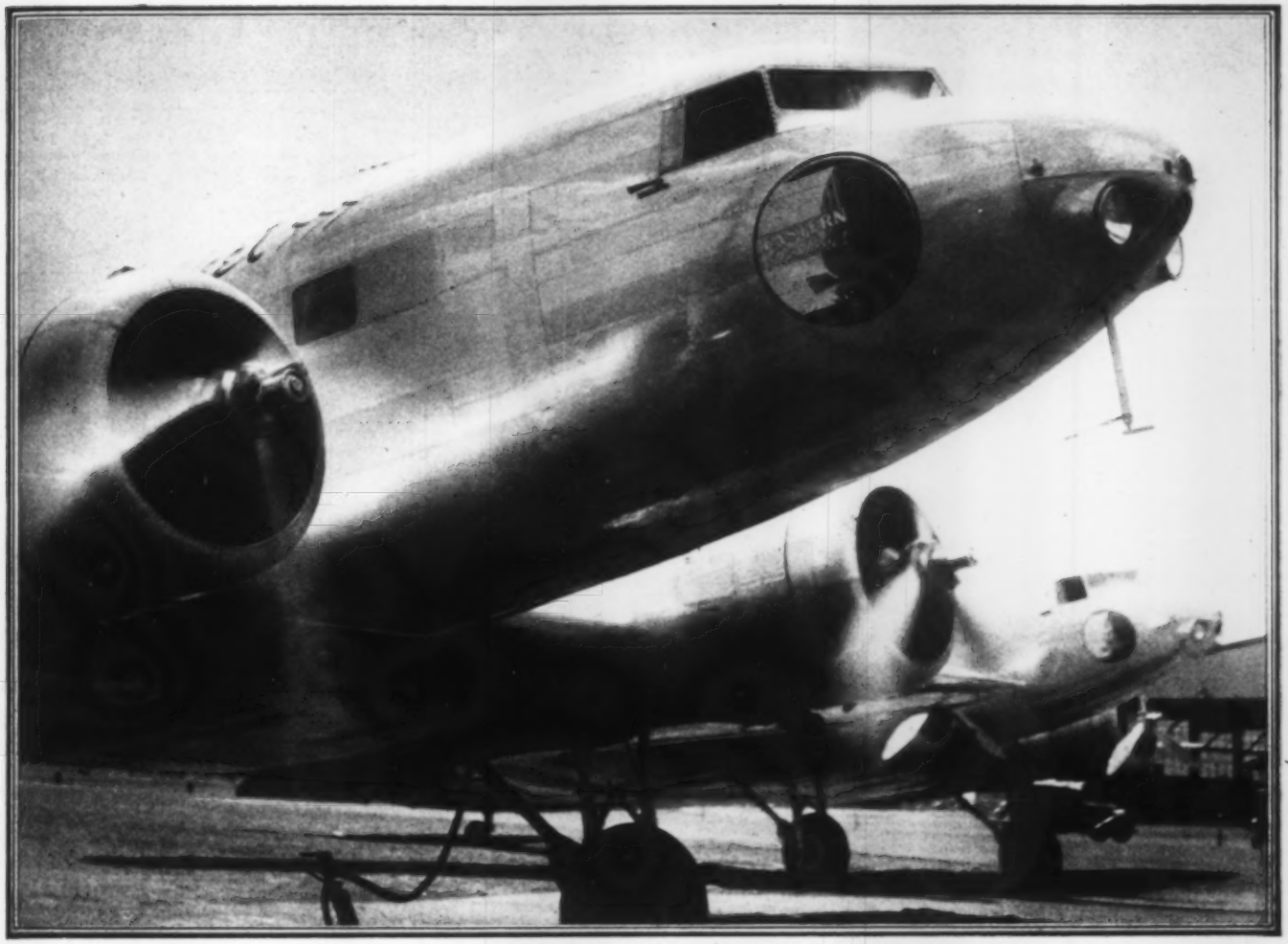
Sarnoff Named RCA Board Chairman

RCA Board of Directors accepted resignation of Gen. James G. Harbord as board chairman at meeting Friday. David Sarnoff elected to serve RCA as board chairman as well as president. Gen. Harbord joined RCA in 1923, served as president until 1930 and since then as board chairman. He requested retirement under RCA's pension plan. Although relieved from active duty, he was named honorary chairman of RCA board and will continue as board member.

In acceding to Gen. Harbord's request for retirement board expressed deep appreciation for "long and distinguished" services and expressed hope "he may find opportunity to record his world-wide experiences as a leader in military and industrial affairs of nation."

Gen. Harry C. Ingles, president of RCA Institutes, elected director of RCA and its subsidiaries succeeding Edward W. Harden, who retired.

Gen. Sarnoff's assumption of board chairmanship in addition to presidential duties, entails no other immediate changes in either RCA or NBC or any of other subsidaries. It is logically presumed, however, that changes may be forthcoming later. Gen. Sarnoff, robust at 56, is not expected to relinquish any of his top executive duties. He also retains his chairmanship of the NBC board. He joined RCA upon its formation in 1919, became its general manager in 1921, executive vice president in 1929 and president since 1930.



PROUD OF A CLASS 5 RATING

. . . And why not? Nashville's Berry Field holds this top rating for the nation's finest airports. Passengers and freight throughout the territory move to and from this aviation heart of the Nashville market area. 47 scheduled passenger flights daily give adequate travel coverage. . . . But, for sales coverage, of this market area, remember the 156,908 buying families. Many of them tune regularly to shows on WSIX.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN • MUTUAL
5,000 WATTS 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

"OVER THE RIVER" IN AUGUSTA MEANS AIKEN

LIKE a number of other cities in America, Augusta is along the river's edge. Before the railroads, the powerful Savannah was a principal artery of commerce for the southeast. As a result, Augusta became and is today one of the world's great cotton markets.

Development of Augusta was not restricted to the Georgia side of the Savannah. "Over the river" in South Carolina, North Augusta, the industrial Horse Creek Valley, and other Aiken county settlements developed along with Augusta.

The concentration of population on the South Carolina side of the Savannah in Aiken county is as much a part of Augusta as Brooklyn is a part of New York. A market picture of Augusta, therefore, must include both sides of the river.

In Richmond (Augusta) and Aiken counties, the 1940 census reported 138,779 people spending $32,275,000 (retail sales). In the two counties there are 38,760 families, of which 20,920 are in Augusta proper. There are 28,400 radio homes in the two counties, most all of which are concentrated along the two sides of the Savannah River.

Covering this concentration of radio homes *on the banks of the Savannah* is WTNT—the NBC station for the AUGUSTA-AIKEN MARKET.

OWNED & OPERATED BY THE GEORGIA-CAROLINA BROADCASTING COMPANY

WALTER J. BROWN, PRESIDENT

Represented Nationally by TAYLOR-HOWE-SNOWDEN *Radio Sales*

WTNT NBC AFFILIATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

BROADCASTING TRENDS

Spot Radio Increases Seen for Fall 13
Robert F. Jones Confirmed for FCC 13
Probers Warn Petrillo Not to Strike 15
WAPO Stops Tribute to AFM 15
KWFT Is Sold for $700,000 16
New NAB By-laws Ready for Vote 17
FMA Selects N. Y. Convention Site 17
Microwave Video Net Details Told 18
Facsimile Move to Regular Status Seen 18
IABA Protests Closings by Peron 19
Senate Favors Capitol Radio Rooms 20
Spot Radio Impact Called 'Terrific' 28
Four New AM's Granted 40
Examiners Face Possible Removal 42
Sponsor Refuses to Pay 44
More Money Recommended for CBC 55

DEPARTMENTS

Agencies 56
Allied Arts 57
Commercial 52
Editorial 48
FCC Actions 63
In Public Interest 53
Management 50
Milestones 61
Network Accounts 60
News 54
Open Mike 38
Our Respects to 48
Production 58
Programs 70
Promotion 69
Sid Hix 16
Sponsors 60
Technical 62
Turntable 57
Upcoming 77

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Grace Hargrove, Mary McCauley, Frances Tymann.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1935.
• Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

Next Week
HELEN ALEXIEVE
Continuity Chief

JACK WASSAN

KGW Sales Manager

You might think, from his picture, he would be out of practice with a comb—but Jack can "comb" a radio schedule and come up with just the right time periods to make sales grow! At 17, in the tall corn country of Iowa, Jack got a whiff of printer's ink and found it good. After selling space for various newspapers, he switched to the outdoor advertising field. In 1943, radio claimed him, and the boy from Iowa was really in his element. As a sales manager, Jack is a "customer's man" in the best sense of the term. Working with Petry representatives all over the country, Jack does his level best to see that the advertiser gets every possible break. If you're interested in a spot that will produce profitable sales results in the Oregon market, call up your nearest Petry office and ask them to contact KGW and let Jack take a "crack" at it.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Hey, bub, you've

edropped something!

THE other day a certain network (let's call it network "B") published some special arithmetic about its national circulation based on BMB data. It counted only those listeners to its network who lived in areas where 75% of the radio families listened to network "B" at least once a week. And it did the same for the other networks.

It dropped out all listeners in all other areas.

It dropped out listeners, for instance, in New York City, the largest in the nation.

— In New York City *no station* reaches the 75% level in the daytime. (Oddly enough, in selling its New York station, network "B" bases its argument on a 50%-or-better level.)

It dropped out listeners, for instance, in Philadelphia, the third largest city in the nation.

— In Philadelphia CBS is *the only network* that reaches the 75% level in the daytime.

Why did network "B" so casually disenfranchise the daytime listeners in New York and Philadelphia? BMB defines circulation as the number of families listening in all areas above 10%. It must be fairly obvious that circulation is circulation — *wherever it exists*. Circulation is *all listeners*—at the 35% level, the 50% level, the 90% level.

Could it be that network "B" was straining for a lead out of all proper proportion?

Why strain?

BMB data offer a perfectly valid (and perhaps far more useful) basis for measuring the potential audience a network delivers. It can properly be called a measurement of *effective coverage*, and is readily defined as all radio families in areas where 50-to-100% listen.

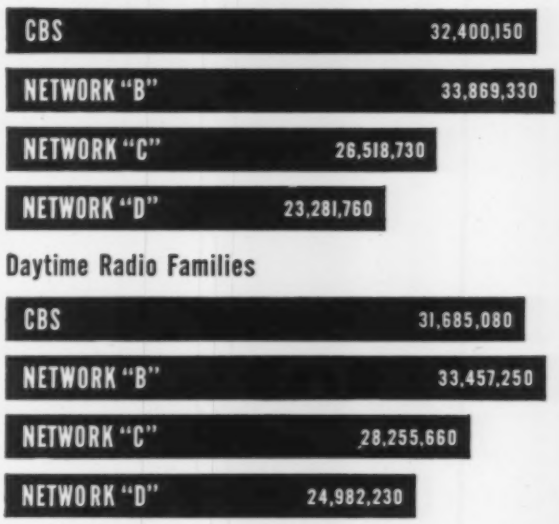
This particular level stems from the fact that virtually all stations effectively cover their home cities. And BMB itself established that *92% of all stations attain the 50-100% level* in their home cities. This level provides the traditional yardstick used by broadcasters to reveal their potential value to advertisers.

This level includes the listeners in New York City and Philadelphia which network "B" blandly chose to drop.

By this yardstick of *effective coverage* you obtain quite a different picture... quite a different relationship between the four networks from the one calculated by network "B".

Here's what you really get:

EFFECTIVE NETWORK COVERAGE*



*Based on BMB Study No. 1 conducted in March, 1946 and projected to the BMB estimate of 33,998,000 U.S. radio homes (January, 1946).

You discover clearly — and perhaps for the first time — that CBS and network "B" are virtually on a par in their ability to supply effective coverage of the U.S. radio market.

The Columbia Broadcasting System

SALES RESULTS AT LOW COST

WKBO

HARRISBURG, PA.
(Established 1922)
A STEINMAN STATION

NBC AFFILIATE

Represented by
RADIO ADVERTISING COMPANY

New York • Chicago
San Francisco • Los Angeles

Feature of the Week

WITH SAUCERS flying through the air and saucer stories flying over the air at such a terrific rate, it is difficult to keep up with their progress, but here is the latest—'til now. Every station in the country has discussed the mysterious flying crockery, some with more of the Orson Welles twist than others.

KXYZ Houston made front-page copy Monday with its stunt of releasing three 10-inch cardboard circles painted silver and held aloft by balloons. Sent up by Promotion Manager Art Finger, "strictly for kicks," the "saucers" were reported to headquarters by Patrolman H. H. Flanagan, a skeptical Irishman, who swore that everyone on his beat was seeing them, too. They were. Discs created a sensation and much publicity for the KXYZ disc jockey, Bob Blase. Reward for finding one on the ground was a record album.

Listeners to WKIX Columbia, S. C., have been hearing, since last Monday, what the station believes to be the first program built around the shooting saucers. Called *The Flying Discs*, the record show is heard Mon.-Fri., 2-2:30 p.m. News about the airborne discs is interlaced with music, all of which is keyed to the steady tempo in which the discs seem to travel.

Bill Monroe, on his Monday 6 p.m. *New Orleans and the World* program on WJMR New Orleans announced that he "personally saw six flying saucers pass over New Orleans this morning at 10:20. . ." He went on to explain in a whimsical vein that others had seen them, too, and "furthermore, we knew exactly what they were.'" They were dime store saucers he sent sailing out from his porch to see if real saucers flying through the air looked like the flying saucers. Conclusion: "There is reason to believe that the objects recently sighted over 30-odd states are just what they look like: Flying saucers."

On the saner side, KXOK St.

(*Continued on page 76*)

RUMORS of a mysterious saucer "carrying an inidentifiable, shapeless hulk" were confirmed when, just after this shot, Frazier Thomas, star of WLW Cincinnati's *Morning Matinee* slipped out into Crosley Square. Another WLW saucer gag was picture of Lou Barnett, WLW engineer, with a captured disc, which he analyzed, most unscientifically. Picture made front page of *Cincinnati Post*.

Sellers of Sales

ALL short term radio campaigns for the agency's movie clients are handled by William Joseph Kennedy, assistant to Tom Lynch, head timebuyer of Donahue & Coe, New York.

Aside from spending most of his waking hours buying radio time for various movie campaigns, William Kennedy's chief interest is in television — television from a management point of view. As proof of that interest he is on the Board of Directors of a television workshop group called National Video Guild Inc.

Mr. Kennedy, Bill to his friends, was born in Buffalo, New York, on April 15, 1920. He was educated at Canisius College in Buffalo. In addition he has supplemented his education with radio courses at Columbia U. and New York U.

His first job in 1938 was on the clerical staff of the American Radiator & Standard Sanitary Co., Buffalo. When he left five years later, he had been made a supervisor on the office staff. It was in 1943 that he came to New York and joined the Donahue & Coe staff. He started working in the business end of the radio department. There he helped set up a new system for radio auditing. A year ago he joined the radio department in his present capacity as assistant timebuyer.

BILL

Under his auspices short term radio campaigns are set up for the following accounts: Radio City Music Hall, Brandt Theatres, Loews Theatres, Republic Pictures and Enterprise Productions.

His hobbies are swimming, reading novels, listening to classical music and attending legitimate theatre performances. He collects classical music records.

He is a bachelor and lives alone in an apartment in Manhattan, New York.

PRIMARY COVERAGE O
GREENVILLE COUNT

SOUTH CAROLINA'S
Top County

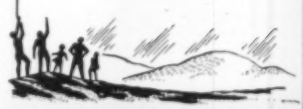
... Population
173,900

... Retail Sales
$92,344,000

Center of S. C.'s Richest Trading Area

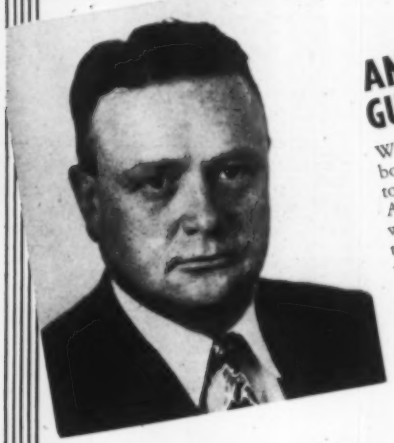
NBC Station for the Greenville-Spartanburg-Anderson Market

Represented by
AVERY-KNODEL, INC.



WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS
DAY or NIGHT

On the Air In 20 DAYS



AND HERE'S THE GUY WHO DID IT!

We've been saving this little box on the side of the page to tell you about "Larry" Andrews, radio consultant, whose picture is just slightly to the left of this written word. To be honest about this whole deal, "Larry" has been making extravagant promises to us ever since we met him 11 months ago . . . but, doggonnitt, he has kept every last one of them.

Andrews took the worry and work off our hands. He started with just the idea and when he left town we were on the air. Everything was complete . . . all the details had been checked and double checked . . . all the equipment had been delivered . . . as a matter of fact he even dug up a couple of sponsors for us before he left. Sure, if you want to build a radio station with little muss or fuss, L. W. Andrews, radio consultant, Davenport, Iowa is the man to call. Take our word for it.

L. W. ANDREWS

"From The Idea To The Completed Station"

DAVENPORT, IOWA

Sure, we're just an infant in this business, but we're a mighty proud infant. We started life as a record breaker and we hope to continue breaking records . . . sales, that is. But most of our success so far is due to several people, most important of whom is Larry "from the idea to the completed station" Andrews, radio consultant. As a matter of fact it was just 11 months ago when we signed our first contract with L. W. Andrews to get us a CP for a radio station in Springfield. And as we said in the big black script at the top of this page, just 20 days from the time we received our CAA tower approval we were on the air . . . and with FM, too . . . and fellows, we started with a vacant lot! Of course we owe much thanks to Raytheon Manufacturing Co., Radio Corporation of America, Alexander Stack and Tower Company, Andrew Company, Gates Radio Company. Thanks, fellas, we're very grateful for your help.

WJEL

1600 KC 500 WATTS

WJEM OUR FM STATION

280 CH 103.9 MC

SPRINGFIELD, OHIO

"The Champion City, In the Heart of Ohio's Farmland"

NO. 17—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

AUDITIONS!

Don't look now, but this distinguished disk-jockey is Vice-President John A. Cory, of our Chicago Office. Except for the wavey hair, it might have been *any* of us—because one of the many things that each of our six offices can do is to conduct auditions for you, for any local program now being carried by any of the top-notch stations we represent. Need any samples?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
411 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, NO. 2 WASHINGTON, D. C., JULY 14, 1947 $7.00 A YEAR—20c A COPY

Spot Radio Increases Are Seen for Fall

Most Agencies See Network Time Unchanged

SPOT RADIO purchases will increase this fall, in the opinion of a majority (59%) of agency executives, in contrast to very little change in the network time purchase picture.

These and other interesting indications of the direction radio business will take this fall were revealed by answers to the third questionnaire in BROADCASTING'S Poll of Advertising Agencies (8th in the TRENDS series) which was submitted to a representative cross-section* of advertising agency executives and time buyers early in June. The poll was conducted by Audience Surveys Inc.

Other answers revealed:

1. The average agency had already planned 75% of its fall radio purchases in June.
2. More than a third of those questioned had planned more of their radio expenditures for the fall than were settled at the same time last year.
3. Nearly a fourth said that they plan more spot time program purchases than last year; over a third will buy more announcements.

The panel was asked a series of questions designed to determine agency plans for fall radio business:

(1) How will time purchase this fall compare to last year; (2) How will spot do in relation to network; (3) What type of new accounts are buying radio for the first time; (4) What innovations in programming and announcements are planned; (5) How much business will be placed with new stations; and (6) How much FM and TV time will be bought?

The results of the survey follow:

"As far as you can now judge, will your radio time purchase for your clients be more, the same, or less this fall than last?"

Agency executives in June were uncertain or reluctant to judge what their fall purchases of network time will be (see Table I)—49% did not answer the question, and 5% said they couldn't guess. 22% of the panel (almost half of those who answered) said they expected network time purchases would be about the same as last year. Almost as many said their network time purchases would be less (11%) as reported they expect to spend more money on network (13%).

By comparison, opinions of fall spot time purchases were clearly crystallized—only 6% had no answer or couldn't guess. 59% of the panel plan to spend more money on spot this fall than last year—only 9% plan to spend less. 26% estimate that their expenditures will be about the same as last year.

Important in evaluating these answers (and others) is some data on how much of the fall business planning was set at the time of the questionnaire. The next question sought to determine this:

What part of your total fall expenditures is already completely planned?"

In June, the average agency had already planned completely for 75% of its fall radio purchases. (See Table II). Only 19% of the panel had less than 50% of its expenditures completely planned, and about the same number (18%) knew definitely what would happen

(*Continued on page 74*)

* A sample of all national and regional advertising agencies in the U. S., controlled for proper balance by geographical area and volume of business.

TABLE I

"As far as you can now judge, will your radio time purchase for your clients be more, the same, or less this fall than last?"

	% of all respondents	
	Network	Spot
More	13%	59%
Less	11	9
Same	22	26
Can't Guess	5	2
No answer	49	4

TABLE II

"What part of your total fall expenditures is already completely planned?"

% of fall business completely planned	% of total respondents
Less than 10%	5%
10 - 19	1
20 - 29	6
30 - 39	3
40 - 49	4
50 - 59	14
60 - 69	4
70 - 79	19
80 - 89	7
90 - 99	11
100%	15
No answer	11
Median	75.0%

Summary

Less than 50%	19%
50 - 74	18
75 - 99	37
100	15
No answer	11
	100

Robert F. Jones Confirmed for FCC

Senate Without Dissent Okays Man Pearson Attacked

By RUFUS CRATER

ROBERT F. JONES, 40-year-old Republican Congressman from Ohio, won confirmation for FCC membership last Friday by unanimous consent of the Senate.

Mr. Jones expects to take office about Aug. 10.

Earlier prospects of a floor fight by Democratic left-wing opposition were dispelled in the face of the solid 13-0 vote by which the Senate Commerce Committee had approved Rep. Jones the day before.

The Committee and Senate votes were seen as decisive answers to Commentator-Columnist Drew Pearson's one-man campaign to defeat the fifth-term Ohio Representative by attempting to link him with the Black Legion.

Rep. Jones has insisted that Mr. Pearson, an applicant for WBAL Baltimore's facilities, had "an axe to grind."

Sen. Claude Pepper (D.-Fla.), who it had been thought might join in a floor fight against the Ohioan, told the Senate he was "glad" the committee had cleared Mr. Jones of the charges but that the action should not be construed to reflect on the commentator-columnist's integrity.

ROBERT F. JONES

Sen. Pepper was the only speaker after the committee's recommendation was reported. The report and Senate vote came about 5:30 p.m. Friday.

The Committee's vote, also without a murmur of dissent, came Thursday immediately after it heard the unanimous report of a three-man subcommittee which had held hearings on the charges of Black Legion background. The subcommittee was headed by Sen. Owen Brewster (R-Me.) and included Homer E. Capehart (R-Ind.) and Edwin C. Johnson (D-Colo.).

Succeeds Wakefield

Mr. Jones will succeed former Comr. Ray C. Wakefield, California Republican, whose renomination was withdrawn by President Truman without explanation in mid-June, 28 days after it was sent up [BROADCASTING, June 23]. The appointment is for a seven-year term which started June 30.

Collapse of Commentator Pearson's campaign against the Commissioner-designate appeared imminent Monday as the subcommittee wound up its hearing by examining

(*Continued on page 14*)

Jones

(*Continued from page 13*)

both pro and anti-Jones witnesses, including three one-time Black Legion leaders whose affidavits were cited by Mr. Pearson as support of his accusations [BROADCASTING, July 7].

Committee members produced documents to show that two of the three affiants had court records and that the third had acknowledged forgery. One of the trio, who was presented on Mr. Pearson's ABC broadcast the preceding night as a "very solid citizen," conceded he had been in jail six times and once was committed to a hospital for the insane, but insisted the commitment was a "frame-up" and that his alleged offenses were "justified."

The affiants were Virgil H. (Bert) Effinger, 74-year-old former Black Legion commander in the Lima area where Mr. Jones makes his home, who said he couldn't definitely remember whether the Congressman ever joined the Legion; Glenn E. Webb, Westinghouse Electric inspector and a member of the executive board of the Lima local of CIO United Electrical Workers, who claimed he initiated Mr. Jones into the Legion; and Frank Barber, who said he administered the "preliminary obligation."

Other Witnesses

Other witnesses against Mr. Jones were Joseph B. Emmons, executive secretary of the CIO council in the Lima area, and Jack N. Anderson, a Pearson employe, who were called by the subcommittee after their names had been linked with events leading up to publication of the Black Legion charges against the Congressman; and Kenneth M. Birkhead, executive director of Friends of Democracy, New York, who said Rep. Jones' views had been lauded in the "anti-democratic press."

Witnesses urging Rep. Jones' confirmation included a Negro and members of the Jewish, Catholic, and Protestant faiths, all of whom told the subcommittee they had found the nominee to be fair and non-discriminatory toward minority groups. Mr. Jones himself took the chair briefly to renew his denial of past or present affiliation with the Black Legion, Ku Klux Klan or any subversive groups.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, sent a statement denying Mr. Pearson's broadcast claim that Ohio Sens. Robert A. Taft and John W. Bricker, Republicans, had interceded with him after the committee's July 3 meeting in an effort to secure confirmation without further hearings.

Sen. Bricker, who sat in on the subcommittee hearings although not a member of the committee, substantiated Sen. White's denial. "The facts stated on the radio are not so," he declared.

Sen. Capehart, who put a script of Mr. Pearson's broadcast into the record, also denied that vigorous efforts had been needed to assure a further hearing after the July 3 meeting. He said he and Sen. Johnson, the only subcommittee members present July 3, recommended the further hearing and that the only dissenting voice in the full committee was Sen. Albert W. Hawkes' (R-N. J.). Sen. Hawkes confirmed this claim, adding that "after hearing the evidence this morning, I think I was right."

The hearing:

Sen. Brewster opened the Monday session by swearing the three affiants and calling the first, Mr. Effinger, to the stand.

The 74-year-old former local Black Legion commander, having difficulty with his memory, testified at one point that he executed the 1938 affidavit saying he was present when Mr. Jones took the oath of a Black Legion candidate, but said later that he didn't know whether the Congressman joined or not.

When Sen. Brewster confronted him with Lima Newspaperman Robert C. Barton's sworn statement quoting him as saying Rep. Jones was never a member, Mr. Effinger again contradicted himself. "Wait a minute, that's not right," he said first. A moment later he said he told Mr. Barton that Rep. Jones was never a member because he considered it none of the newspaperman's business.

Defends Black Legion

He testified that the Black Legion supported Mr. Jones in an early campaign — or campaigns — for Congress. He said in his opinion a man who lived up to Black Legion principles should be "better qualified," not disqualified, for public office.

Mr. Effinger didn't remember how long he had been a member of the organization; how long he was commander; his reason for making the 1938 affidavit; where he learned of Mr. Jones' nomination to FCC; to whom he gave his affidavit or whether he mailed it or delivered it personally.

Nor did he remember, at first, how he traveled from Ohio to Washington, but in a moment recalled that he came by bus. Others in the party testified that they all came by train.

"How long," Sen. Capehart asked, "has your memory been as bad as it is this morning?"

"It has been going on now for about two years," Mr. Effinger replied.

His memory failed him again when Sen. Brewster read from court records showing that Mr.

(*Continued on page 78*)

SENATE Commerce subcommittee is shown as it held hearings last Monday to examine witnesses both for and against Rep. Robert F. Jones (R-Ohio), FCC nominee. Congressman Jones is at extreme right. Committeemen (l to r at the table) are Senators Homer E. Capehart (R-Ind.), Owen Brewster (R-Me.), chairman of the subcommittee, and Edwin C. Johnson (D-Colo.). Senators Albert W. Hawkes (R-N. J.) and Ernest W. McFarland (D-Ariz.), members of the full committee, also participated in most of the session. Sen. John W. Bricker (R-Ohio), although not a member of the committee, also sat in throughout the hearing on his fellow Ohioan's nomination.

Jones Sells Stock

FCC NOMINEE Robert F. Jones has notified FCC that he has sold his 18% interest in Northwestern Ohio Broadcasting Corp., FM permittee and AM applicant in his home town of Lima. In a letter to the Commission he said he was selling his interest for $2,900, the amount he paid for it, to George E. Hamilton, one of the other stockholders. Hearing has been held but no decision issued on the AM application, one of three for 1150 kc with 1 kw in the Lima-Dayton-Columbus area.

Black Legion Witnesses Against Jones

THESE THREE sought to link FCC Nominee Robert F. Jones with the Ohio Black Legion in testimony before a Senate Commerce subcommittee last week. But that, they said, wasn't why they opposed Mr. Jones. They were summoned to testify after their affidavits were cited by Commentator-Columnist Drew Pearson in his campaign against confirmation of Rep. Jones.

Virgil H. Effinger (l), former local Black Legion commander whom Mr. Jones once successfully prosecuted for extradition, wasn't sure he saw the Congressman join the legion, his 1938 affidavit to the contrary notwithstanding. Nor did he remember how he traveled to Washington, or whether the records were right in showing him once sentenced for contempt of court arising out of another affidavit.

Glenn E. Webb (center) said he initiated Mr. Jones into the Legion, but didn't remember seeing him at any other meetings. He acknowledged an affidavit admitting forgery of 18 payroll checks totaling $653 at a Lima firm several years ago.

Frank Barber (r) said he gave Mr. Jones the Legion's "preliminary obligation" and did see him at other meetings. Introduced on Commentator Pearson's broadcast the night before, according to the script, as "a very solid citizen," who had been warned not to come to Washington, he admitted to the committee that he once spent 61 days in a hospital for the insane and had been in jail six times, but contended the lunacy commitment was a "frame-up" and that he was "justified" in every action that led him to jail. The part-time police chief of Beaver Dam, Ohio, shown displaying his badge to the committee, thought a good Black Legion member "would make one of the finest Presidents the U. S. ever had."

Probers Warn Petrillo Not to Strike

Hearings Recessed Pending Study Of Evidence

By J. FRANK BEATTY

AN ARM of Congress—the House Labor subcommittee investigating James Caesar Petrillo, AFM president—has assumed the role of unofficial mediator in the threatened strikes of musicians against networks and recording companies.

Plainly shocked at the audacity of the union czar in hurling the strike threats during an investigation into his domination of the AFM, the subcommittee members last week warned him of the public's rights and suggested he examine labor laws carefully before taking any drastic action.

With this Congressional advice to ponder, President Petrillo awaits recall at further hearings to be held after a 60-day recess. Meanwhile, the subcommittee will watch his actions closely and go into standby, featherbedding and other AFM practices.

Recess of the hearing was announced Friday afternoon. Subcommittee members denied that the postponement amounted to a death blow for the whole investigation, insisting that more time is needed to develop the case against the union leader and to study the committee's findings to date.

"IT'S LIKE this, gentlemen," says James C. Petrillo at House probe.

When the subcommittee resumes hearings it plans to meet in cities around the country as well as Washington, it was indicated Friday. Back of the investigation is the expressed desire to learn whether the AFM leader's tactics require enactment of new laws to strengthen and supplement provisions of the Taft-Hartley and Lea statutes.

The probers' exposure of Mr. Petrillo's tactics occurred during a Monday-Tuesday session at which the AFM president, in a brilliant setting of klieg lights, newsreel cameras and microphones, used all the tricks in his bag to stage the best performance in his career.

Good Time for All

He was the star witness against himself, and saw to it that everybody had a good time—especially the subcommittee. Through the long grilling he gave quick and pointed answers to nearly all questions, most of them adding up to the fact that technology is taking work from his boys and he is going to do something about it. Much of the time he had the subcommittee and audience eating out of his hands.

Confronting the probers is a mass of testimony supporting their belief that Mr. Petrillo absolutely controls his union and doesn't mind too much if the public "is in the middle" as a result of his tactics, or if a business is wrecked.

Having the Petrillo testimony at hand, the subcommittee at first decided to call on employers of musicians, especially smaller interests, to get their story. Here it ran into a snag—fear of employers that appearance before the subcommittee will lead to AFM reprisals.

This fear caused Rep. Fred A. Hartley Jr. (R-N. J.), chairman of the full Labor Committee, to state Wednesday that some of the witnesses against Petrillo were taking "runout powders." Issuance of subpoenas for witnesses, including broadcasters [BROADCASTING, July 7], was threatened.

Week's Highlights

Other highlights and revelations during the week included:

Contracts with AFM locals incorporate the local and international by-laws and rules.

Chairman Kearns is to call Petrillo-inspired conference of music educators and armed service officials on instrumental performances.

AFM hasn't been aware of educators' complaints about inability to use school bands in public and radio appearances.

Mr. Petrillo has absolute control over all FM contracts; he and his board control television. Movie contracts give AFM control over use of film sound tracks in television. He absolutely controls recording. He wants to get many new jobs out of FM and television.

AFM head was described as "dictator" and also praised for patriotism in accepting Lea Act decision and Taft-Hartley law.

He admitted in effect that he had threatened a network strike to compel affiliates to hire musicians they don't need because local strikes wouldn't be effective. This was considered a possible Taft-Hartley Act violation.

Mr. Petrillo is toying with a plan to slap a 5 or 10-cent royalty charge on recordings to build up his employment fund, perhaps to $20,000,000.

Not within the memory of Capitol Hill observers has any union leader received such pointed warnings as those given Mr. Petrillo by Chairman Carroll D. Kearns (R-Pa.), an AFM card holder, and Rep. Richard M. Nixon (R-Calif.), who carried the burden of the subcommittee's questioning.

At the conclusion of the Tuesday hearing, Rep. Nixon, looking directly at the union head, said "the only way to get the best music to the most people" is through networks and recordings. When he said a network-recording strike would "perceptibly lower" the level of musical entertainment, Mr. Petrillo said, "It's justifiable on the part of the musicians. Isn't the public always caught in the middle?"

"You admit it would not be in the interest of the public," Rep. Nixon suggested, drawing this response, "It's not something they couldn't get along without. It's not a healthy condition."

Rep. Nixon went on: "The purpose would be to make stations more susceptible to bargaining with you. You would be making a threat to compel stations to see the value in employing musicians. The effect would be to put networks and recording companies virtually out of business."

Mr. Petrillo came back, "It might lead to satisfactory contracts with all chain affiliates."

Then came Rep. Nixon's direct warning, spoken slowly and care-

(*Continued on page 84*)

WAPO Stops Tribute to AFM; Mythical Orchestra Dismissed

WAPO Chattanooga has stopped paying the American Federation of Musicians an annual tribute of $13,000 a year for the privilege of belonging to a network (NBC).

Since the Supreme Court upheld the Lea Act [BROADCASTING, June 30], WAPO has operated without a staff orchestra that had not been on the premises since 1943, according to Mrs. Helen Patterson, WAPO commercial manager and program director.

WAPO dismissed its mythical orchestra June 22, the day of the Supreme Court decision. Only physical effect of the action, outside of the station's bookkeeping, is to relieve a messenger from the task of collecting the checks for the musicians, members of Local 80, Chattanooga Musical Society.

Several of these same musicians also collect checks—totaling $15,050 a year—for not playing on WDOD Chattanooga, which pays that sum in the form of a tribute to AFM for the privilege of being a CBS affiliate. Just to be certain that the wolf doesn't get too close to their kitchen doors, these AFM artists are understood to have frequent work at Chattanooga night clubs and other spots, besides operating studios in which they teach music.

Mrs. Patterson said WAPO doesn't even know what instruments its AFM employes play. Its schedule permits only the use of one pianist 30 minutes Saturday morning for children's show, in addition to its non-AFM hillbilly combinations.

Since last August, when a contract forced on the station in 1945 expired, WAPO has operated under an oral agreement with the local. The 1945 renewal contract was negotiated when James C. Petrillo, AFM president, pulled two bands off the entire NBC network to encourage WAPO to sign with the local for an orchestra it can't use [BROADCASTING, Oct. 8, 15, 22, 1945].

WDOD renewed with AFM for two years at the same time under similar circumstances, the union president having exerted pressure by pulling an orchestra off the entire CBS network. Its contract calls for seven musicians.

Earl W. Winger, one of the two WDOD owners, said the station will do nothing about its orchestra pending expiration of the contract in October, and has not planned its course of action.

WDEF and WAGC, the two other Chattanooga stations, have contracts for smaller numbers of musicians.

HOUSE PROBERS hung on every word during two-day grilling of James C. Petrillo, AFM president. L to r: Rep. Richard M. Nixon (R-Calif.); Chairman Carroll D. Kearns (D-Pa.); Rep. Graham A. Barden (D-N. C.); Rep. O. C. Fisher (D-Tex.); Rep. Wingate H. Lucas (D-Tex).

TWO 15-MINUTE SHOWS ON ABC GOING ½-HOUR

PRECEDENT-BREAKING move, in which two favorite daytime ABC network serials—*Sky King* and *Jack Armstrong*—would be expanded from 15 minutes to a half-hour on a daily alternating basis, is nearing completion.

The two shows, sponsored by Derby Food Division of Swift & Co. and General Mills, respectively, are aired from 5:15-5:30 p.m. and 5:30-5:45 p.m. on sustaining basis during summer hiatus. Under the new setup, serials would alternate blanket half-hour period, now covering two programs, from day to day on a continued sustaining and test basis until September, end of hiatus.

A spokesman for ABC Central Division said the date for the new schedule would be either Aug. 4 or 25, pending ironing out of hitches involving stations carrying two other programs and their respective sponsors. Derby Foods and General Mills already have indicated their approval commencing with fall schedule.

The two other shows are *Terry & Pirates* and *Tennessee Jed*, sponsored by Quaker Oats and Ward Baking Co., respectively, in 15-minute segments immediately preceding and following serials scheduled for change.

Purpose behind move to present serials on half-hour basis, with each episode complete in itself, is to direct appeal to adult as well as children's audiences.

Tells Why ABC Decided On Whiteman Disc Show

WHEN repeated surveys showed that 50% of available daytime listenership was most interested in music, live or transcribed, ABC decided to do something about it. That is story behind network's five-weekly *Paul Whiteman Club*, Charles (Bud) Barry, vice president in charge of programs and television, told members of Hollywood Ad Club on July 7.

Mr. Barry explained that careful study of various available surveys indicated decided listener switch to independent stations offering daytime music as against network serials. When further study showed NBC *Fred Waring Show* was the lone exception, he said that ABC determined on a music course, live or transcribed, and Mr. Whiteman's disc m.c. strip was involved.

GF Test Campaign

GENERAL FOODS, New York (Bliss Coffee), started a test spot campaign on June 16 to run until Aug. 1 on three stations, WNBF WENY WHCU. The advertiser is using 10 chain breaks weekly on each station. Benton & Bowles, New York, is the agency. If the test campaign proves successful, it was understood that the advertiser may use radio for an extensive campaign next fall.

KWFT Sold to Theatremen, Ken Brown for $700,000

SALE OF KWFT Wichita Falls, Texas, by Joe B. Carrigan and his family to interests headed by Edward H. Rowley and H. J. Griffith, both motion picture exhibitors in the southwest, and Kenyon Brown, director of operations of KWFT, for a net figure of $700,000 was announced last Thursday by Mr. Carrigan. The transaction is subject to FCC approval and transfer applications will be filed probably this week.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been in ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KWFT, holding a majority of the stock of a new corporation, KWFT Incorporated, now in process of formation. Mr. Brown, who became director of operations of KWFT last May 1, would hold a substantial minority interest and would become the station's managing director. Mr. Brown resigned in March as vice president and general manager of KOMA Oklahoma City after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KWFT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in KXSA San Angelo while Mr. Griffith owns the new KXEP El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston [BROADCASTING, May 19].

The $700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those include stocks and bonds, oil interests, and quick assets totaling roughly $225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan Simpson of Boston, Mass.

Mr. Carrigan has operated KWFT, a CBS outlet on 620 kc with 5000 watts fulltime, since he founded it in 1936. He has been active in radio since 1912—first as an amateur operator.

Brown Starts Timebuying Swing for Cohen Agency

CLARKE R. BROWN, media and research director for Harry B. Cohen Advertising Co., will leave New York this week on the first of three radio timebuying trips which will take him from coast-to-coast this summer.

While visiting leading radio stations on behalf of the agency and its clients Mr. Brown will buy radio time for 4-Way Cold Tablets. He also will check results of the spot campaign already running in many areas for Grove's Chill Tonic.

Mr. Brown will visit St. Louis, Chicago, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo and New England on his first trip, the West Coast, Salt Lake City, Denver, Kansas City, Omaha, Des Moines and Minneapolis on his second itinerary and all major southern markets on the third jaunt.

Drawn for BROADCASTING by Sid Hix

"Whaddaya expect—a homemade set should be perfect?"

Pharmaco Co. Buys Nearly Two Hours

Total Cost of Three Programs On MBS to Be $1,200,000

PHARMACO CO. INC., Newark, N. J. (Feen-a-Mint and Chooz gum), has bought an hour and three quarters weekly, to be used for three package shows—two half-hour evening programs and one day strip three times weekly—on MBS at a cost of approximately $1,200,000.

Contract, the largest Feen-a-Mint has ever signed in radio, becomes effective Sept. 7. The first half-hour program starting on that date in the Sunday 9:30-10 p.m. period will feature Jim Backus, comedian, who will also use some musical records.

The second half-hour program on Monday nights 8:30-9 p. m. is scheduled to start Sept. 29, probably with *Crime Club*, now a Mutual sustainer. The advertiser also is still considering three or four other shows to place in that period, including *Scotland Yard* and *Johnny Madero*.

The thrice-weekly daytime strip to be heard Mon.-Wed.-Fri., 3:30-4 p. m. will feature Bret Morrison in a narration and musical show titled *Song of the Stranger*. Program will be sustaining on Tuesday and Thursday.

Ruthrauff & Ryan, New York is the agency.

Radio to Be Used by Hat Foundation in Campaign

RADIO will be used for the first time, together with newspapers and class magazines in a major campaign against hatlessness which the Hat Research Foundation will start through its agency Grey Adv., New York, this fall.

The campaign will run for three months, September, October and November. The yearly advertising budget will remain at $350,000 with a shift made in the allocation of the budget to include radio and newspapers.

Spot radio will be used with direct testimonials of important persons. Markets and cities for the radio schedule will be planned at a meeting of the Foundation and the agency July 17.

Yankee Football Games Are Signed Up by WINS

EXCLUSIVE broadcast rights to New York Yankee football games have been obtained for the second year by WINS New York, Willard Schroeder, station manager, announced last week.

All Yankee games will be carried live by WINS, with Mel Allen and Russ Hodges giving play-by-play descriptions. WINS reported that the Yankee team will pay line engineering and announcing costs as well as an additional fee for each broadcast. The station also hopes to sell the games to a sponsor.

New NAB By-Laws Ready for Vote

Ballots Will Be Mailed This Week; Answers Due by Aug. 8

MEMBER stations of NAB will vote within a week on complete rewriting of the association's by-laws. The new rules governing the association's powers and operations were adopted by the board at its May 21-22 meeting and require approval by the membership.

Legal wrinkles in the new by-laws were worked out last week. Ballots and explanatory material covering the entire charter and by-laws are being printed and should be in the mail by the end of the week. Present plans call for Ernst & Ernst, auditors, to submit a report on the membership's vote by Aug. 15, 30 days before the Atlantic City NAB convention. Ballots must be mailed by voters by Aug. 8, according to the schedule.

Cover 12 Articles

The new by-laws replace a patchwork accumulation that had become almost unworkable. They provide for 10 instead of six directors-at-large; alternative methods of electing directors-at-large; add more powers to the office of president; specify new classification for dues purposes.

The ballots will cover the 12 articles.

Articles I and II cover name and object of the association, and are not basically changed. Article III provides definitions of active and associate members. It was separately approved by industry referendum and became operative July 1 [BROADCASTING, July 7]. Main changes involve transfer of networks to associate status and clause preventing an owner of more than one station to enjoy a scale of dues based on a lesser station in the group.

This article provides that membership is effective from date of application, subject to board approval and for dropping of members for failure to pay dues over a three-month period.

Rules for Dropping Members

Loss of membership may be directed by two-thirds vote (secret ballot) of the board, with member entitled to answer charges before final action. Cause of such action is willful violation of charter or by-laws.

Conventions may be held each year, with the board required to call a business meeting of the membership each year. If an annual meeting has not been held by Dec. 1 the secretary-treasurer is required to call a meeting to be held between Dec. 16-23. The board must call special meetings on written request of 100 active members, with their requests specifying subjects to be considered. Twenty per cent of active membership constitutes a quorum at meetings. Members may not be represented by proxy.

Article IV gives the board power to specify boundaries of the 17 NAB districts.

Dues of members are still based on net receipts from time sales during the previous calendar year (billings based on gross rate for broadcasting service, less frequency and volume discounts and commissions). A new clause provides that in the case of an associated AM-FM operation, the dues are based on combined net receipts of the two stations.

The scale of dues ranges in $25,000 classes up to $3,000,000, removing inequities in the previous scale. Dues for each class are fixed annually by the board. Information in certification of income is confidential.

Article VI lists powers of the board. Main changes are refinements in language and duties. Procedure is set up for nomination of district directors by mail in advance of district meetings as well as from the floor. Majority vote of members at district meetings is required for election. Elections will be held by even districts in even years, odd districts in odd years as at present.

Ten directors-at-large, instead of six, are provided [BROADCASTING, May 26], with one each for FM (A) and FM (B), one for facsimile and one for television when a group has at least 25 members; two each for large, medium and small stations. They will be nominated and elected by mailed ballots instead of at conventions.

Alternative Proposals

Alternative proposals are provided for election of directors-at-large. At present they are elected by the entire membership, and this procedure will be followed at the 1947 convention.

A board majority favored both nomination and election of directors-at-large by the active members in each classification. A minority favored nomination by the classification, with entire membership voting in the final election. The ballot gives members opportunity to vote for either one of the plans.

Nominations, in either case, will be made by mail in advance of the convention. All persons receiving five or more nominations in any classification, will go on the final ballot. Any member nominated in more than one classification must select the one he prefers. Nominating committee procedure is provided if fewer than four persons are nominated in the large, medium and small station groups, and two persons in the FM, facsimile and television groups.

Directors-at-large thus serve one-year terms, starting at the close of an annual meeting. District directors serve two years as at present. The board must meet at least three times a year. The board may fill vacancies in its membership.

Article VII defines duties of the NAB officers. The president, elected by the board, has added powers over association policies, affairs and personnel. The executive vice president is appointed by the president and performs duties of that office when the president is absent. The secretary-treasurer is elected by the board and acts under supervision of the president.

Article VIII specifies that the board shall encourage organization of state associations. Article IX contains definitions and membership rights. Article X specifies Delaware incorporation, with executive offices in Washington. Article XI covers the association seal. Article XII provides for amendment of by-laws and was approved at the 1946 convention.

FMA Selects New York Site For Sept. 12-13 Convention

FIRST national convention of FM Assn. will be held in New York at the Roosevelt Hotel Sept. 12-13, J. N. (Bill) Bailey, executive director, announced last week.

The date was selected to permit FMA members who are also members of NAB to attend the FM as well as the NAB conclave, which begins Sept. 15 in Atlantic City.

Mr. Bailey predicted more than 500 delegates would attend the FMA convention. He said special effort would be made to encourage advertising representatives to attend.

Although program details were still not yet set, Prof. Edwin Armstrong, inventor of FM, and FCC Commissioner Ewell K. Jett will be among the featured speakers. Chairman Charles R. Denny, of the FCC, may also address the convention.

Max Balcom, vice president of Sylvania Electric Products Co. and recently elected president of Radio Manufacturers Assn., has been invited to speak.

Matters which will receive special attention during the two-day meeting include FM relays for FM networks, international aspects of FM, and commercial possibilities of FM broadcasting, Mr. Bailey said.

During the convention, four new members will be elected to the board of directors to replace retiring members Wayne Coy, WINX (FM) Washington; Ira A. Hirschmann, WABF New York; Gordon Gray, WMIT Winston-Salem N. C., and E. J. Hodel, WCFC Beckley, W. Va.

A meeting of the new board will be held on the afternoon of the second day of the convention and new officers of the association will be elected at that time.

HEADACHE AT NAB

Everybody Wants Suites and Singles at Convention

"PASS the aspirin," NAB pleaded last week as C. E. Arney Jr., secretary-treasurer, looked over advance reservations and discovered applications for 10 times as many suites and single rooms as Atlantic City hotels can provide. Members are being asked to take twin-bedded rooms, of which the seaside resort has a plethora.

Mr. Arney said many registrants want to attend the Sept. 15 clinic sessions but fail to send in an extra $5 registration with the $27.50 general fee. This general fee advances to $30 after Aug. 15. NAB's options on hotel rooms expire Aug. 15.

Non-NAB stations cannot reserve rooms at convention hotels except in the case of stations attending the NBC affiliates meeting Sept. 12-13, but these apply only prior to 9 a.m. Sept. 14.

NAB is arranging through Pullman cars from key railroad centers. Rail reservation forms will be mailed in a short time.

STANDARD OIL FOOTBALL SPONSORING PLANS SET

EVIDENCE that Standard Oil Co. (of Indiana) will be football-minded this fall was indicated today (July 14) by Wesley I. Nunn, firm's advertising manager, who revealed that the company has contracted to sponsor several 1947 season college football games over six Midwestern stations.

Schedule includes broadcasts of all U. of Iowa games over WHO Des Moines, all U. of Michigan games over WJR Detroit, all U. of Nebraska games over WOW Omaha, KODY North Platte and KOLT Scottsbluff, Neb., and away-from-home games of the U. of Minnesota, as well as football previews and reviews, over WCCO Minneapolis.

In addition, company will sponsor series of "Game-of-the-Week" football broadcasts over KMOX St. Louis. Standard of Indiana signed a contract more than a month ago for sponsorship of all regular-season professional football games of the Chicago Bears. Games will be aired over WIND Chicago, WQUA Moline and WDZ Tuscola, Ill.

MBS Has 431

MBS has announced 12 new affiliates bringing total to 431: WREX Duluth (joins Sept. 15); KOOL Phoenix (fortnight ago); KVNI Coeur d'Alene, Ida.; KCSJ Pueblo, Colo. (July 14); KXOB Stockton, Calif.; KAKE Wichita (July 15); KTOP Topeka (July 1); KCNA Tucson (June 22). Joining in December are North Carolina affiliates: WILX North Wilkesboro, WJRI Lenoir, WMNC Morgantown, WSIC Statesville.

Microwave Video Net Details Told

Hourly Cost to Eight Outlets $5.15 Each In Du Mont Plan

REITERATING that AT&T television relay rates are too high, Allen B. Du Mont Labs last week released details of its plan for a "closely knit" microwave relay network serving eight stations 28 hours a week at $5.15 per hour per station.

Du Mont also released AT&T estimates putting the cost of comparable AT&T services to substantially the same cities at about $34 per station per hour, and said about $2 should be added to this estimate to cover "certain local charges" not included.

The Du Mont plan was disclosed during FCC's informal television network engineering conference a few weeks ago, when that company and others questioned the practicability of operating under the rates proposed by AT&T [BROADCASTING, June 16]. Details were given in a report sent last week to FCC and others represented at the informal conference.

Estimates of both Du Mont and AT&T were made on the basis of inter-city relay service to eight cities: New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore and Washington. AT&T's proposal anticipated use of coaxial cable in some parts and radio relay in others. Du Mont planned to use microwave relay exclusively (five stations) and expressed a preference for operation on 1300-mc channels.

Du Mont anticipated two-way service for major cities, such as New York, Philadelphia and Washington. Reception only is indicated for other cities, but the company said these points might also originate network programs "by making use of the broadcast transmitter itself." AT&T's most nearly comparable proposal was based on two-way transmission at New York, Philadelphia, Baltimore and Washington, and reception only at Trenton, Wilmington, Reading and Lancaster.

Relay Stations Proposed

Du Mont proposed relay stations at Mt. Rose (serving Trenton); Gwynedd (serving Philadelphia); Honeybrook (serving Reading to the north and Lancaster to the west); Havre de Grace (serving Wilmington), and Odenton (serving Baltimore).

The total relay investment cost was estimated at $226,500, for a $1,887 monthly average based on 10-year amortization. Operating costs are estimated at $3,100 a month. The monthly cost to all stations thus would be $4,987. Average cost per hour (28 hours a week; 121 hours a month) was placed at $41.20, or $5.15 per hour for each of the eight stations.

By pooling facilities for five networks covering the same general area, Du Mont said, the hourly cost per station could be cut to $2.

AT&T estimates, submitted to Du Mont and released with the Du Mont report, included figures assuming (1) two-way transmission at four points and one-way at the four others; (2) two-way transmission at all cities, and (3) one-way at all points.

With four cities receiving two-way service, AT&T estimated the cost would average $34 per station per hour for four hours' use each day (28 hours a week) and $17 for eight hours' use (56 hours a week). Assuming transmission in both directions for all stations, the estimate was $41.80 per station per hour for four hours a day, and $20.90 for eight hours. With transmission in only one direction, the cost was placed at $20.90 per station per hour on a four-hour daily basis, and $10.45 on an eight-hour basis.

Du Mont said its own plan "could also effect certain rate changes by changing the extent of service or operating for a longer schedule than 28 hours per week."

Would Use Coaxial

AT&T's plan involved use of its coaxial link between New York and Washington, with radio relays tying in Trenton (from Princeton); Reading and Lancaster (from Philadelphia, via Wyndmere and Honeybrook); and Wilmington (from Elkton).

The Du Mont report declared:

It is felt that common carrier television relay rates as presently suggested by the telephone company are too high to be feasible at the present status of television broadcasting where relatively few receivers are in the field. Consequently, it may be necessary to utilize a closely knit pool network operated by one or several networks for relaying so as to provide a service until such time as a large number of stations are on the air, thus justifying sharing between themselves the common carrier rates which have been based on a much more extended network installation.

Du Mont's cost estimates were based on eight stations' use of network programs 28 hours a week and "distributed so that in any one day the programming will lie within an interval of eight hours." The circuits include only the video facilities — existing wire circuits would be used for sound channels.

Two Field Crews

There would be two field crews of two persons each—one with headquarters at Gwynedd (responsible for maintenance at Gwynedd and Mt. Rose and part time at Honeybrook), and one at Havre de Grace (responsible for Havre de Grace and Odenton and part time at Honeybrook). Transmitters and receivers at these relay points "are provided with remote control facilities for activating the circuits when necessary."

In the eight cities where the broadcasting stations would be located, the plan calls for location of relay transmitters, receivers and antennas on property of the stations (to avoid increasing costs), and for their operation by the stations' regular staffs as needed.

Du Mont pointed out that, while its estimates assume use of network service 28 hours a week by each of the eight stations, "many stations will, of course, supplement this program with further transmissions of local origin. There is some flexibility over certain sections of the network with these facilities."

Thomas T. Goldsmith Jr., Du Mont director of research, issued the company's report and the accompanying AT&T estimates, which he said had been supplied by the telephone company upon request.

Facsimile Move to Regular Broadcast Status Expected

FACSIMILE may soon move from experimental to regular broadcast status, FCC declared last week.

Standards may be adopted "promptly," the Commission indicated, when tests are completed to determine whether both 8.2-inch and 4.1-inch scanning lines should be provided at the same line rate of 105 per inch.

FCC noted that RTPB had submitted proposed standards for facsimile operation by FM stations but that the Commission had requested "further operation and comparison" in view of differences of opinion regarding line rates for 8.2-inch and 4.1-inch scanning lines "and since there has been a limited amount of experimental operation and demonstrations to indicate public preference."

The difference of opinion, authorities reported, lay between the Radio Mfrs. Assn.'s Facsimile Committee proposal to the RTPB, and those of RTPB itself.

The RMA group recommended that scanning lines of both 8.2 and 4.1 inches be provided at the 105-lines-per-inch rate. RTPB's proposal, it was pointed out, would put primary emphasis on transmission of 8.2-inch scanning lines at the 105-line rate and provide for a rate of 210 lines per inch when 4.1-inch scanning lines were used.

Equipment which has been developed using 8.2-inch scanning lines provides 105 lines per inch and 3.43 inches per minute. This is about 28 square inches of copy per minute. While the exact number of words which can be moved per minute depends upon the type size, officials said about 500 may be transmitted.

John V. L. Hogan, president of Radio Inventions Inc., heads RTPB Panel 7, which submitted the proposed standards to FCC. RMA's Facsimile Committee, which made proposals to RTPB, is headed by William G. H. Finch, president of Finch Telecommunications Inc. and owner-operator of WGHF New York, FM and facsimile station.

The Commission's statement, issued Tuesday, said that "cooperative activity by manufacturers, broadcasters, newspaper publishers and others indicates that transmission of printed matter and pictures may soon become a regular broadcast service."

It was pointed out that "several FM stations have from time to time been authorized to experiment with facsimile during hours not devoted to regular broadcasting, and these demonstrations have attracted considerable attention."

In a resume of other facsimile activity, FCC noted that facsimile has been relayed from Boston to New York by microwave; that radioed press dispatches were printed on an airliner in four columns at the rate of 500 words a minute; that a New York bank employed facsimile between two branches.

PLANS FOR CALIFORNIA ASSN. MOVE FORWARD

FINAL plans for formulation of California State Broadcasters Assn. are expected to be set within a month, with incorporation papers to be filed this week. Comprising broadcasters in north, central and southern regions, membership of single state body is expected to number approximately 70 stations, it was said.

Restricted to commercial stations only, membership is dominantly AM at present, but FM and video outlets are to be eligible. Group will have nine directors. Four will represent the southern stations and four the north and central areas. One representative of a far northern station will round out the board.

Directors, in turn, will elect a president, one or more vice presidents and a secretary-treasurer. Elections are expected to take place this month.

At present little is known of the budget to be available, but financing is to be shared equally between northern and southern segments. No determination has been made on fulltime personnel. Current thinking indicates retention of part-time representative at Sacramento for advice on legislative matters, with headquarters in Hollywood, at least for present.

ABC Reports Large Gain In Sale of Co-Op Shows

NEW SALES by the cooperative program department of ABC in June were 80% more than the total reported in June a year ago, Harold Day, co-op program sales manager, said last week.

ABC made 45 new co-op sales in June 1947, compared with 20 in June 1946. ABC reported that as of last June 30 it had 635 total sponsors of co-op shows, an overall gain of 29% above the 494 advertisers represented a year ago.

IABA Protests Closings By Peron

Calls Action Forcing 3 Stations Off Air Threat to Radio

DISTURBED OVER recent closure of three Argentine stations by the Peron government as a threat to free radio enterprise in the Americas, the Inter-American Broadcasters Assn., through its executive council meeting in Atlantic City, last week dispatched to the Argentine president a plea to protect the sanctity of radio in this hemisphere through a full investigation looking toward reinstatement of the deleted outlets.

The IABA Board, meeting in conjunction with the International Telecommunications Conference, held a four-day session July 4-7 to discuss the Argentine situation—the first overt threat to free radio on the continent since formation of the organization in Mexico last year—and to dispose of other matters in the conduct of its affairs as a permanent organization. The board meets semi-annually and, under its by-laws, must hold a membership meeting each two years. The first convention tentatively is scheduled for the first quarter of 1948 in Buenos Aires.

United States broadcasters are not full members of the association and have no representation on its board, but have contributed to its establishment through the NAB and the networks. NAB assigned to the organization meeting last September in Mexico City two of its board members—Campbell Arnoux, WTAR Norfolk, and Hugh A. L. Halff, WOAI San Antonio. Mr. Halff since has resigned from the board. Canada likewise had observers at the organization meeting but does not yet enjoy full membership.

The lengthy telegraphic plea to President Peron, couched in diplomatic language, recited that the authorities of the Republic "have needlessly deprived two broadcasting stations of their frequencies and have suspended in abeyance the operation of another station, until the truth of the accusation is investigated."

'Political Incidents'

[Editor's Note: Largest of the three stations closed was Radio Belgrano, operated by Hymie Yankelevitch, which was suspended following an incident involving President Peron himself several weeks ago. During a broadcast by the Argentine president, a "ghost voice" broke in on the line shouting "Muera Peron," meaning "Down with Peron." This was held to be purely political sabotage over which the station ownership had no control. No official explanation ever has been given by the government. The two other stations deleted likewise were allegedly charged with "political incidents."]

Advices were received last Tuesday by the executive council that Radio Belgrano had been restored to active operation after an investigation of the incident. Simultaneously, however, two additional stations identified with Yankelevitch management were ordered silenced, presumably pending further inquiry. The two stations previously deleted along with Radio Belgrano and which have been off the air for several months, are LV11, Santiago del Estero, and LV12, Tucuman.

After bringing out that the Argentine Government had endorsed creation of the Inter-American Assn. as one deserving of "firm protection and the highest encouragement," the communication emphasized the need for "an atmosphere of security and freedom" for radio in the democratic nations.

"It is therefore understandable," continued the telegram, "that this news has caused great concern to all the radio broadcasting stations of the continent. We are united by close links of solidarity and sympathy as well as by common objectives and interests."

Asking the Argentine chief of state to "give due consideration to the facts that have been presented," the executive council said it spoke on behalf of an organization representing more than 2,000 broadcasting stations in the hemisphere.

SEMI-ANNUAL MEETING of Inter-American Broadcasters Assn. Executive Council in Atlantic City July 4-7 was highlighted by telegraphic protest to President Peron of Argentina over closure of three privately-owned stations. Seated (l to r): Raul Fontaina (Uruguay); Goar Mestre, owner of CMQ Havana, vice president who presided in the absence of President Lorenzo Balerio Sicco (Uruguay); Emilio Azcarraga, owner of XEW and XEQ Mexico City and one of the association's founders. Standing (l to r): Dr. Luis de la Rosa, Mexico, attorney; Jose Luis Fernandez, Mexico, attorney; Eneas Machado de Assis, Brazil, secretary, and Justino Jimenez de Arechaga, Montevideo, Uruguay, attorney, recently named managing director of the Assn. Others present but not in the photograph were Marco A. Gandasegui, of Panama and Ramon Bonachea, Cuban attorney.

BBC Agents Eyed

Concern also was evinced in IABA councils over the purported proselytizing by British Broadcasting Corp. representatives in Latin America. BBC agents, according to IABA board members, are using every known means to spread the gospel of state-operated radio in the Americas, cut to the pattern of the British system of noncommercial state corporate control.

In addition to the distribution of free transcriptions of BBC programs, it was stated that daily printed program schedules of BBC overseas and empire programs are mailed gratis to individuals in virtually all of the Latin nations to encourage shortwave listening.

Private broadcasters in Latin America, it was said, resent this intrusion and in no few instances the governments themselves dislike the effect to foist the European influence upon nationals of the Americas.

Arrangements for the first annual convention of IABA, tentatively scheduled for Buenos Aires, also were discussed at the council meeting. Present at the sessions was Justino Jimenez de Arechaga, Montevideo attorney and law school professor, who recently was named managing director of the association. Dr. Arechaga shorty will visit Washington to discuss association affairs with NAB officials. He conferred with Canadian delegates to the ITC while at Atlantic City.

In the forefront of the Atlantic City meetings was Emilio Azcarraga, president of XEW Mexico City's 250,000-watt key station and its affiliate XEQ. A director of IABA and one of its founders, Mr. Azcarraga was temporary president of the organization and is head of the official Mexican delegation to the ITC.

Presiding at the sessions was Goar Mestre, owner of CMQ Havana, and vice president of IABA. A Yale-educated attorney, Mr. Mestre presided in the absence of Mr. Lorenzo Balerio Sicco, of Uruguay.

Others in attendance included: Eneas Machado de Assis, secretary, of Brazil; Marco A. Gandasegui, director, Panama; Raul Fontaina, director, Uruguay, substituting for President Balerio Sicco; Jose Luis Fernandez, Mexico; Dr. Luis de la Rosa, Mexico, and Ramon Bonachea, Cuba, attorneys for IABA.

EXPAND RADIO FACILITIES

UN to Spend $200,000 at Its Lake Success Headquarters; Work Already Under Way

PLANS for a $200,000 expansion of broadcasting and recording facilities of the interim United Nations headquarters at Lake Success, New York, were disclosed last week by Sanford Major, technical assistant to Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer.

Construction already has begun on three sound studios, a recording laboratory, a 1-kw "ham" station and a recording vault. All equipment and facilities, according to Mr. Major, are being installed with an eye to incorporation in the radio center to be built at permanent UN headquarters on Manhattan's East River [BROADCASTING, June 30.]

RC-11 Raytheon receivers will be used in the interim buildings, Mr. Major said. Largest of the three studios will be designed for simultaneous use by several speakers, as in a roundtable discussion or dramatization, and will have a dual console. All studios will be air-conditioned. The amateur radio station is intended for use by visiting, licensed "hams."

Recording facilities at Lake Success will be "equal to if not superior" to those in use anywhere in the U. S., according to Hugh S. Allen, UN sound and recording engineer. Mr. Allen, who is assistant to Robert Vincent, UN sound and recording section chief, said the UN recording laboratory will be capable of cutting up to 12 records simultaneously. The system was designed by Mr. Allen with the assistance of M. A. Swoboda of the UN engineering staff.

The UN record library, it is hoped, eventually will rival that of the Library of Congress. In addition to popular and classical music items, it includes transcribed excerpts of all important UN speeches and proceedings. Some of these are used intact for future broadcasts and others are dubbed for dramatizations and other purposes. The entire UN record library, according to officials, is open for use by networks or independent stations.

Senate Favors Capitol Radio Rooms

$25,000 Would Be Given For Facilities With Coar in Charge

APPROPRIATION of $25,000 for two radio rooms in the Capitol was approved by the Senate last week.

Beneficiary of the action would be Robert Coar, who, with his wife, has been providing transcription services for Members of Congress for 11 years. In addition to the cost of facilities and salaries, members would have to pay, as they do now, approximately $2.50 for a 16-inch record.

Included in the appropriation is an item of $6,600 for the salary of "coordinator"—a position which would be held by Mr. Coar. He had originally asked a salary of $9,600. Another item of $3,240 is earmarked for a studio director—presumably the title to be held by Mrs. Coar.

Correspondents Object

The Senate action would give the radio rooms official Congressional sanction for the first time since Mr. Coar moved to the Capitol. Heretofore, he has had, in effect, a concession which consisted of a room in the Old House Office Bldg., where he used his own equipment to make the recordings. He has not previously been paid by Congress, but only by individual Congressmen.

The wording of the bill was opposed by the Radio Correspondent's Assn. on grounds that the title "Joint Senate and House Radio Information Facility" was misleading and a misnomer. They maintain that Mr. Coar operates only a recording facility which should be so designated.

Mr. Coar plans to "continue, broaden, and improve the present service." He claims more than 300 senators and representatives are now using the service, finding that it provides an essential contact with constituents in home towns through local radio stations.

Mr. Coar also claims his service provides a substantial savings in costs of transcriptions.

Benefits Claimed

He told the committee he has provided out of his own pocket over $30,000 worth of equipment and will continue to provide replacements. He said that out of charges made to members 10% will go toward "depreciation."

His proposed plan, still to be approved by the economy-minded House, would, according to his statement before the Appropriations Committee:

1. Obtain radio time for the members on networks, regional networks and community stations in their districts.

2. Provide an announcer to introduce the members, interview them and assist in the production of panel and round-table discussions.

3. Provide assistance on matters pertaining to radio and television.

4. Provide recordings of testimony at the hearings of certain committees.

At one point during the hearing he commented that "many radio stations and networks have requested the privilege of broadcasting hearings and in some cases some members of the committees have been embarrassed because of the method in which the broadcast was handled."

If Mr. Coar's suggestion were to be adopted by the Congress, according to some correspondents, it might effect a partial monopoly of the privilege of covering hearings by recording or direct broadcast. The association held a meeting last Thursday to discuss implications of Mr. Coar's proposals, but no action was taken except to protest wording of the bill itself.

WHN PLANS EARLY 1948 MOVE TO 711 FIFTH AVE.

THE REMOVAL of WHN New York from its present quarters at 1540 Broadway to 711 Fifth Ave., onetime home of NBC and present headquarters of World Broadcasting System, sometime after the first of the year was announced last week.

The Marcus Loew Booking Agency, operator of the independent station, signed a 10-year lease at a total rental reported to be more than $1,000,000 with the 711 Fifth Ave. Co.

WHN announced it would spend $500,000 for new equipment and alteration of the premises. Occupying the 13th, 14th and 15th floors of the Fifth Ave. building, WHN will use about 36,000 square feet of floor space for offices and seven broadcasting studios.

World Broadcasting System's lease on its Fifth Ave. quarters expires Dec. 31, and WHN is expected to move in soon afterward. A WBS spokesman said last week that it had not been decided where World would move, but it would be into one of several New York offices occupied by its parent company, Decca Records Inc.

World Broadcasting System also reported that it had contracted with WOR New York to make master recordings and pressings for the station. The World pressing plant will continue to operate at its present location, 660 First Ave., New York. World's plating facilities, now at the Fifth Avenue address, will be moved elsewhere, probably into space now held by Decca Records Inc., World's parent company.

Weaver Takes Post At Young-Rubicam

Rejoins Agency He Left to Head Tobacco Firm's Advertising

SYLVESTER L. (Pat) WEAVER Jr. last week was elected vice president in charge of radio and television and a member of the plans board of Young & Rubicam Inc., replacing Tom Lewis who recently resigned.

Mr. Weaver is resigning as advertising manager of American Tobacco Co., New York, and will rejoin the agency Aug. 15. Previous to joining American Tobacco he was manager of Young & Rubicam's radio department.

Mr. Weaver started in radio in 1932 as a writer-producer for the Don Lee Broadcasting System, later becoming program director. He then joined the Fred Allen show as a producer. In 1938 he first joined Young & Rubicam, as manager. Later he resigned from the agency to join American Tobacco.

In 1941 Mr. Weaver took a leave from the company to become associate communications director and later director of radio for the Coordinator of Inter-American Affairs. Later he was commissioned in the Navy and served with the Fourth Fleet as commanding officer of an escort vessel with rank of lieutenant. In 1944 he was transferred to the Armed Forces Radio Service, Hollywood, as program manager and producer of *Command Performance*. In October 1945 he returned to his position at American Tobacco Co.

No successor has been named at the latter firm but an announcement is expected at the end of this month.

COMMITTEE CHAIRMEN NAMED AT RADIO MEET

COMMITTEE CHAIRMEN for the plenipotentiary conference of the International Telecommunications Conferences at Atlantic City [BROADCASTING, July 7] have now been appointed as follows:

Committee A (general)—Charles R. Denny, USA, chairman; F. Colt De Wolfe, USA, vice chairman.

Committee B (credentials)—Dr. K. Lu, China.

Committee C (organization)—Alexander Fortoushenko, USSR. Special subcommittee on finance and personnel of Committee C is headed by M. S. Hussein Bey Abaza, Egypt.

Committee D (relationship between International Telecommunications Union and United Nations)—Col. Rafael J. Milans, Uruguay.

Committee E (convention)—H. Townsend, CB, United Kingdom.

Committee F (general regulations) — Albert Mockli, Switzerland.

Committee G (drafting) — Jean Laffay, France.

Special committee on voting—Hakan Karl August Sterky, Sweden.

New Yoell Radio Audience Measurement Index Considers Daily Living Habits

WILLIAM A. YOELL, research counsellor, has announced a new radio audience measurement index which takes into account the disposition of the audience to listen to a particular program as well as the size of the audience.

Formerly associated with Dr. George Gallup at Young & Rubicam and presently research counsellor for Cecil & Presbrey as well as director of his own research organization, Mr. Yoell explained his method as follows:

"The index is arrived at by correlating the results of a specific program or time survey with our continuing study of living habits throughout the country, which, of course, directly affect listening habits. People are quick to slip into patterns of living and listening because of the demands made upon them by their families and work. The housewife has to get the children fed and off to school every morning by a certain time, the husband has to either milk the cows at 6 a.m. or catch the 8:05 to the city. From then on the housewife's duties take on a relentless sameness as she proceeds through the chores of the day until children and husband are back in the roost. These patterns of life have a tremendous effect on radio listening and should have a greater effect on both programming and local, national spot or network time buying."

The Yoell index corrects the numerical audience rating by considering such factors as what the listeners were doing when the set was turned on, their location in relation to the receiver, who turned it on and why, whether they listen regularly and the number of times the dial was turned during the life of the broadcast. These factors show the ability and wish of the listeners to listen to any particular program, enabling the advertiser to plan his programs and commercials in keeping with the moods and living schedule of the listeners he wants to reach.

Pope Pius Televises

TELEVISION came to the Vatican last Wednesday as RCA put on a special demonstration for Pope Pius XII and members of the diplomatic corps. After the demonstration, the Pontiff looked over the equipment and asked questions of the technicians. But the amusing highlight for the Pope was when he televised himself before the camera and saw his image on a nearby screen.

Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Request FCC to Approve WNGO License Transfer

CONSENT to assignment of license of WNGO Mayfield, Ky., to a new group including one of present partners is requested of FCC in an application tendered last week for filing. P. M. Mullins, retiring partner, receives $25,000 cash for his 49% interest while H. M. Suthard, 51% owner, receives stock to that amount in West Kentucky Broadcasting Co. Inc., assignee.

West Kentucky is composed of the following: Mr. Suthard, president; Boyce Swann, farmer, vice president and 9.8%; Alpha Dyer, wife of Connie Dyer, active in farm cooperatives, secretary-treasurer, 19%; Edgard R. Wheeler, farmer, also employed by Merit Clothing Co., Mayfield men's and boys' clothes manufacturer, director, 9.8%; Noble H. Ford, employed by Merit Clothing, 5.9%, and M. O. Wilferd, mail carrier, 3.9%. Assignee has authorized stock of 510 shares, $100 par.

WNGO is assigned 1 kw day on 1320 kc.

Bracken Named President Of Western Electric Co.

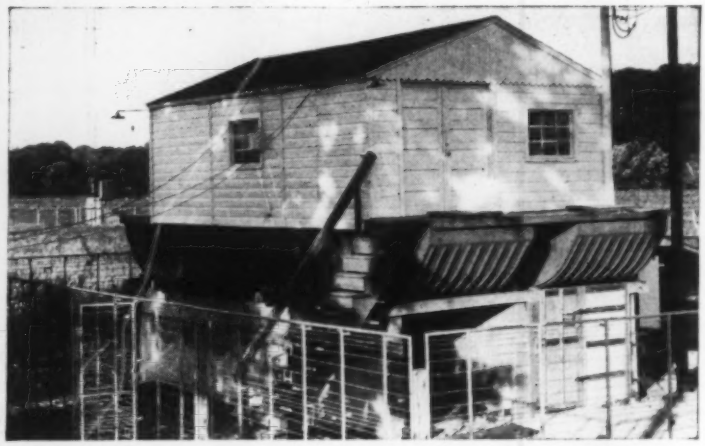
STANLEY BRACKEN, former executive vice president of Western Electric Co., has been elected president of the firm, it was announced last week. Mr. Bracken succeeds Clarence G. Stoll, who is to retire Sept. 30.

Mr. Bracken became a vice president of Western Electric in 1942 and was named executive vice president last June. He joined WE in 1912. In 1937 he was elected president of the Teletype Corp., a WE subsidiary. He resigned that post in 1941 to become Western Electric's general manager of manufacture. Mr. Bracken also became a director of the parent company at that time.

Mr. Stoll's retirement ends 44 years of service with WE. He was elected president of the firm in 1940.

New FM Radiator

THE WORKSHOP Assoc., Newton Highlands, Mass., has announced a new FM "tower" antenna, type FMT-1, which is said to eliminate costly and complicated feed systems coupled with elaborate mechanical structure. Production is beginning on the unit which is under test by WCRF Fall River, Mass. WCRF will replace the experimental unit with a production unit shortly. The new antenna is self-supporting, having no protruding elements to increase wind and ice load. The manufacturer states that complete section can be installed by two men, the total weight being 183 pounds. Gain is said to be equal or superior to a 3-bay half-wave spaced array of conventional types and sections may be stacked. Antenna is horizontally polarized, using a new "wave guide" principle of radiation on which patent is pending. Unit includes beacon.



"NOAH'S ARK" design enables WKYW Louisville to protect its transmitter building from worst possible Ohio River flood conditions. Building is on land subject to flooding when back water is forced up nearby creek (water was 25 feet over site in 1937). Three concrete piers 27 feet by 6 inches support two surplus Army pontoon barges (25-ton capacity). Atop deck of barges was erected a pre-fabricated structure 16 x 24 feet, in which all equipment was installed. "Ark" arrangement puts transmitter (Western Electric 443-A) about 15 feet off ground, far above average high water mark. In event of flood, transmitter equipment is waterborne. Barges are moored with cables fore and aft.

NLRB Gives WATL Decision On Most of AFRA's Charges

WATL Atlanta was victor on most counts in a decision announced by the National Labor Relations Board last week on charges of unfair labor practices brought by AFRA.

In only one phase of the extended proceedings did NLRB decide in favor of the union. It ordered WATL to reinstate Lawrence J. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946 to make way for the return of the man who had held Mr. Mellert's job before entering military service. Mr. Mellert, according to his testimony, hearing of a vacancy in an announcer's position at WATL, sought reemployment there in June 1946, but the station refused.

NLRB said it was convinced WATL was motivated at least in part by the fact that "Mellert caused to be filed charges of unfair labor practices by the respondent before the Board, and that the respondent thereby violated Section 8 (4) of the Act."

Rights of Employer

On another phase of the charges brought by AFRA—that WATL had violated the law in appealing to employes to ignore the union's appeal for support—NLRB ruled that an employer legally can make such an appeal. Specifically, it said: "The right of an employer to appeal individually to employes to ignore the union's appeal for support is recognized as proper conduct under the constitutional right of freedom of speech, so long as there is no threat or coercion, hidden or apparent in the appeals."

AFRA's charges in this connection revolved its efforts to have Stanley Raymond become a member after he had been employed by WATL on Sept. 1, 1945 as director of news, sports and special events. The Board said Walter P. Speight who was WATL manager at the time Mr. Raymond was employed, had advised him (Raymond) that it was the studied opinion of newspaper-owned radio stations that a news man should not be subservient to either management or labor and that he should have a free mind to process the news fairly and without bias. NLRB said further that Mr. Speight "categorically denied that he at any time told Raymond that his future with the respondent might be jeopardized if he joined the union."

NLRB ruled that charges that WATL had discharged and refused to reinstate two announcers, Theodore D. Fenster and M. James Lurie, because of their union membership and activities could not be sustained.

Another point made by NLRB was that "prevailing Board and court decisions give an employer the right to criticize and even condemn the union that is trying to organize his employes."

AFRA's complaint had charged that WATL threatened and assaulted its (AFRA's) officials in the presence of WATL employes in further violation of the National Labor Relations Act. Here again NLRB ruled in favor of WATL. Regarding sharp verbal exchanges at one stage of the NLRB hearings between John F. MacLean, a member of AFRA's negotiating committee, and J. W. Woodruff Jr., representing WATL — exchanges which nearly led to fisticuffs— NLRB said "it is not uncommon for such heated arguments to develop during bargaining negotiations, and for insulting remarks to be exchanged."

The WATL hearings were conducted in Atlanta Jan. 14-15-16 and April 17.

WRVA Switching To CBS Radio Sales

Richmond Affiliate Will Join Representative Group Oct. 1

OPENING GUN in a campaign by CBS Radio Sales to sign up the network's affiliates for sales representation was fired last week with the disclosure that WRVA Richmond, Va., will enter the fold effective Oct. 1.

J. L. Von Volkenburg, CBS general sales manager, told BROADCASTING that the effort to line up the network's other affiliates for representation will take the form of "a modest expansion" rather than a general one. He admitted, however, that CBS is "vigorously interested" in concluding representation deals with its affiliates.

WRVA is currently represented by the Paul H. Raymer Co. The other affiliates already represented by CBS Radio Sales are WBT Charlotte, formerly owned by the network, and WAPI Birmingham, in which CBS has a 45% non-voting interest. Radio Sales also represents all CBS-owned stations.

Several reasons were cited for WRVA's impending switch from Raymer to CBS. Among these was the fact that the network makes its full research facilities available to the affiliate. Another was that CBS sales representatives regularly visit the affiliate better to acquaint themselves with its special problems. A third selling point, according to CBS officials, is that CBS makes available to affiliates its wider experience in programming and its "stable" of local talent.

It was understood that two or three other large CBS affiliates were on the verge last week of following WRVA's lead in switching to Radio Sales representation in the near future.

Newspaper-Radio Group Leaves on Orient Tour

TEN editors and publishers, three of them affiliated with radio stations, left last Wednesday on an Army-conducted tour of Japan, Korea, China, the Philippines, Guam and Hawaii. The trip is expected to take 32 days.

Included in the group are Wright Bryan, editor, *Atlanta Journal* (WSB); Joseph J. Packman, managing editor, *Milwaukee Sentinel* (WISN); Walker Stone, Washington editor, Scripps-Howard newspapers (WCPO Cincinnati; WNOX Knoxville; WMC Memphis); Marshall Dana, editor, Portland, Ore. *Oregon Journal* (KALE); Lee Hills, managing editor, *Miami* (Fla.) *Herald* (WQAM).

BIRD OF PEACE

... that earns its own keep

The primary purpose of an air transportation system is a peaceful one . . . to provide a swifter, more efficient means of travel, of delivering the mail, of shipping cargo. But it is likewise a vital arm of defense in time of national emergency.

Air transportation is thus unique. It is largely maintained and expanded not by public taxation—as though it were an item in the budget for national defense—but through its day-to-day contribution to public convenience. In short, this nation keeps itself strong in the air—as she must—by *exercising* that strength in the pursuits of peace.

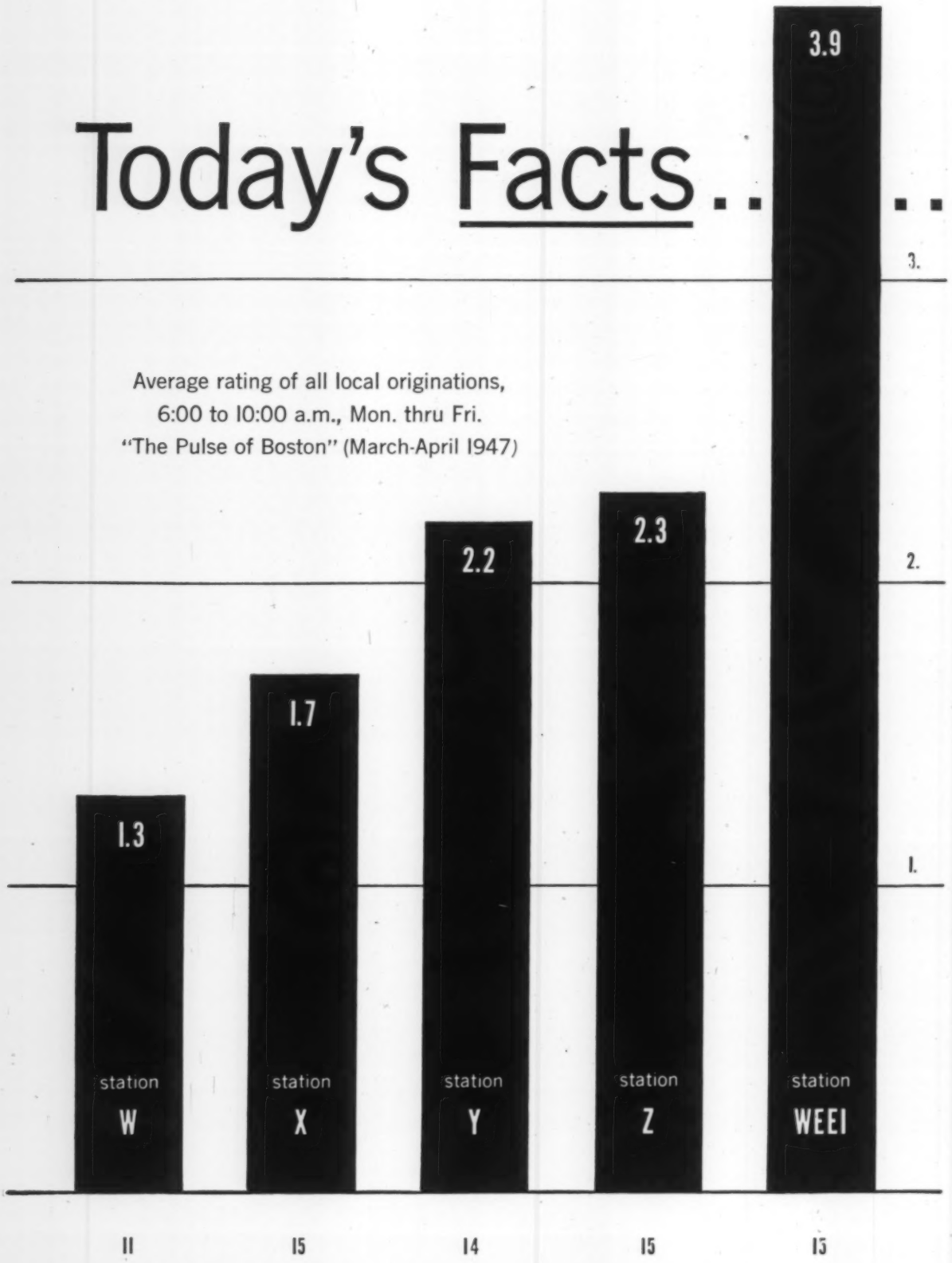
THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America

You get there quickly, comfortably and economically when you go by *scheduled* Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

Today's Facts...

Average rating of all local originations,
6:00 to 10:00 a.m., Mon. thru Fri.
"The Pulse of Boston" (March-April 1947)



Total locally originated quarter hours 6:00-10:00 a.m. Monday through Friday

. about Boston Radio

There's a *new* yardstick for measuring the relative popularity of Boston radio stations. Since January, 1947, "The Pulse of Boston" has been gauging the listening habits of the 750,890 radio families living in Boston's home county—Suffolk—and the four other adjacent Eastern Massachusetts counties. That's the lion's share of your total potential audience on any Boston station.

The single most important fact to be culled out of "The Pulse of Boston"* is that—between 6:00 a.m. and midnight†, seven days a week—*WEEI commands an average of 25.2% of the listening audience—a larger share than any other Boston station!*

Of particular importance to local and national spot advertisers is the relative popularity of each station's local originations—the programs built for and bought by local and spot advertisers. The "Pulse" shows WEEI's local programs are way out front in popularity—topping the local shows of all other competing stations.

From 6:00 a.m. to 10:00 a.m., Monday through Friday, for example, 92% of all broadcasting by Boston's eight stations is originated locally (94% in the case of WEEI). During these four hours, the locally produced programs on WEEI score an average rating of 3.9. As shown on the adjoining chart, that's *70% higher* than the average rating of the local originations on the second ranking station... *as high* as the combined average ratings of local programs on the third and fourth ranking stations... *three times as high* as the average rating of local shows on the fifth ranking station!

Or read "The Pulse of Boston" another way ...by comparing quarter-hour "firsts." Monday through Friday, WEEI originates fifteen quarter-hours of local programming between 6:00 and 10:00 a.m. During fourteen of these fifteen quarter-hours, the WEEI origination is a walk-away winner...with more listeners than any other competing local program.

Want to share our success? You can get the big Boston market to buy your product by advertising on WEEI—Boston's best buy.

*March-April 1947 †Sixteen hours on Sunday

"Columbia's Friendly Voice in Boston"

Columbia-Owned ... Represented by Radio Sales,

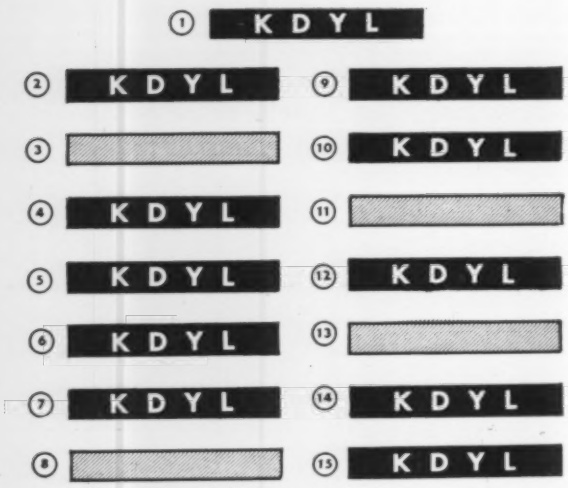
WEEI CBS

The Spot Broadcasting Division of CBS: offices in

New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

11 of the top 15

shows on the air reach Utah listeners over KDYL



. . . and from this you might draw a fairly logical conclusion that KDYL is the station most Utahns listen to most!

In addition to these top network shows, KDYL brings its listeners — advertisers' customers — sparkling local productions of unusual interest.

JOHN BLAIR & CO., National Representative

New N. Carolina Outlet, WILX (1450 kc), Starts

WILX, new MBS affiliate at North Wilkesboro, N. C. commenced operations July 1 on a 17-hour daily schedule with 250 w on 1450 kc.

Maj. Ridge

U. S. Marshall Edney Ridge, president and general manager of WBIG Greensboro, N. C., is president of the Northwest Carolina Broadcasting Co., licensee of WILX. Studios of the new station are located in the Wilkes Bldg. in North Wilkesboro.

RADIO EXPORTS SOAR, SAYS COMMERCE DEPT.

IN VOLUME production for the first time since 1942, radios are being exported this year at a record rate, "practically certain" to exceed $60,000,000 by the end of 1947," says the Commerce Dept.

Exports totaled more than $31,175,055 during the first four months of 1947 or more than five times the total in the corresponding period in 1946 and equaling 85% of the amount for the entire year of 1946. If the pattern were to continue throughout 1947, exports would reach a record total of $93,566,000. But Commerce Dept. officials predict it will be closer to the $60,000,000 figure.

The greatest obstacle to continuing the current rate, according to Commerce, is the depletion of dollar reserves in foreign countries.

In 1946, Latin America accounted for 60% of our shipments, with Brazil and Mexico being our largest individual customers. But these two countries, plus Colombia, Uruguay, Ecuador, Argentina, Peru, China and India have taken steps to restrict the importing of radios.

Knowlson On Tour

JAMES S. KNOWLSON, chairman of the board and president of Stewart-Warner Corp., left Chicago last week for a tour of England, France, Belgium, The Netherlands, Italy and Germany. Mr. Knowlson, a member of the Business Advisory Counsel for the Dept. of Agriculture, of which he is vice chairman, will accompany W. Averell Harriman and Clinton P. Anderson, secretaries of Commerce and Agriculture, respectively. Purpose of trip, being made at request of War Dept., is to find out how respective departments "can best assist in carrying out U. S. occupation policies" and "to assist in getting American business to extend activities in Germany." Frank A. Hiter, senior vice-president of Stewart-Warner, will serve as head during absence of Mr. Knowlson.

STUDENTS TAKE OVER
Run WTAG Worcester For Day After Months of Study

CLIMAXING months of classes and preparation, 150 high school students eagerly took over WTAG Worcester, Mass., for the day July 2.

The whole thing started last fall when the station called together representatives of 23 high schools in the area to see what type of radio fare they liked. The enthusiasm was so great the station decided to give the students a chance to actually participate in radio. Thus came about the WTAG Radio Club, a project undertaken as a juvenile delinquency preventive.

With station personnel as instructors, the students were allowed to pick two of the following courses: Announcing, acting, scripting, music, talent and engineering. Of the 450 students who attended the initial meeting, an average of 350 came to the weekly evening classes.

All phases of operation were handled by the boys and girls, including station breaks, spots, music-and-patter programs, farm bulletins, advice to women, and several 15-minute dramatic shows. Although briefed by station personnel, writing and producing also was done by the students.

Commenting on the performance, the *New York Times* said, "There wasn't much doubt that they were teen-agers, but they were teen-agers who knew a lot more about radio than they had six months before."

Hawaiian Ratings

SPRING Hooperatings from Hawaiian Islands showed *Everybody's Hour*, local Honolulu program, in first place with 21.5. Show is full-hour music and variety produced in Hawaii by Lambert Pharmacal Co. over KGMB Honolulu. Other shows follow in this order: *Lux Radio Theatre, Burns & Allen, Judy Canova, Bob Hope, One Man's Family, Red Skelton, Jack Benny, Charlie McCarthy* and *Bing Crosby*.

Salem N. Baskin

SALEM N. BASKIN, 53, head of Chicago advertising agency bearing his name, died July 4th in his home. Death resulted from a heart ailment. Prior to heading his own advertising agency in 1933, offices of which are located at 333 N. Michigan Ave. in Chicago, he was head of the Baskin Clothing Co. for more than eight years. Before World War I he was advertising manager of the Hub, Chicago loop clothiers, and after the war was associated with another clothing company, B. Kuppenheimer & Co. Mr. Baskin is survived by his wife, two daughters and a son.

ON TARGET

The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

Spot Radio Impact Called 'Terrific'

Petry Co. Executive Tells Results of His Firm's St. Louis Survey

SPOT RADIO'S audience is tremendous and its impact terrific, H. E. Ringgold, assistant manager of Edward Petry & Co., New York, believes. Mr. Ringgold also is a believer in research, but he says that the one thing broadcasters, advertisers and agencies — who spent between $2,000,000 and $3,000,000 for research in 1946—forgot to measure was the commercial.

His own firm, Mr. Ringgold reports, with the cooperation of eight national advertisers and using a method developed by Alfred Politz, winner of the American Marketing Assn.'s 1946 award for developing a scientifically random sampling technique, made a thorough study of commercials in a 1,000-square mile area in and around St. Louis —with results that demonstrated not only the tremendous speed with which spot radio builds but also the breadth of its penetration.

The eight advertisers cooperating in the project were: Transcontinental and Western Airlines, Brown and Williamson Tobacco Corp. (Kool and other cigarettes), Johnson and Johnson, Paramount Pictures, Chesebrough Manufacturing Co., General Mills, Absorbine Jr. and duPont. All of them agreed to buy time on various St. Louis stations of their own choice and to broadcast during January and February (1947) commercials never before heard in the area.

The method of approach to listeners was the same as that applied in a survey conducted in 1946 under Petry auspices in the city of St. Louis alone. This later survey, however, was expanded to include small towns and rural areas, and the area covered has a population, according to the 1940 census, of 1,071,383.

The three principal steps in the Politz method of measuring commercials were outlined by Mr. Ringgold as follows:

1. Play the new commercials to be measured on an electric phonograph in the homes of a scientifically random sample of people *before these commercials ever go on the air.*

2. Broadcast the commercials for a month.

3. At the end of the month play the same commercials to an identical sample.

Then, said Mr. Ringgold, the difference between the scores of the first survey and the second must have come about because the commercials were broadcast. Further, the difference between the first and second surveys, properly adjusted, must indicate the number of people who heard the commercials with enough intensity to recognize them.

AMONG LEADING advertising executives who believe implicitly in the effectivenesss of spot radio as an advertising medium is H. E. Ringgold, assistant manager of Edward Petry & Co., New York. Mr. Ringgold became an even more fervent spot radio 'fan' after he had examined carefully the results of a survey of remembrance of radio commercials conducted by his firm in a 1,000-square mile area in and around St. Louis. The accompanying article summarizes facts brought out by the Petry survey and presents Mr. Ringgold's analysis of it.

In order to find out if there was a difference in listening between cooperators and non-cooperators (people showing a disinclination to be interviewed), the Politz investigators made 8,324 calls to obtain 3,229 interviews—often calling at the same house four times before finding someone at home—Mr. Ringgold said.

Among the interesting facts revealed regarding disinclination to be interviewed were that 66% of the refusals were women and that people less than 30 years old cooperated to a greater extent than those in the middle or older age groups.

Stresses Good Copy

Commercials used in the survey were the 15-second station breaks or the one-minute combination singing-talking commercials. One of the things the study brought out, Mr. Ringgold said, was that it is not necessary to buy premium time to do a top spot job. Another was the tremendous job that good copy can do in inexpensive late nighttime periods.

Still another point made by Mr. Ringgold was that none of the eight advertisers participating in the survey had as high a percentage of listening inside the city as in the suburban and outlying communities. On the basis of 1940 census population figures, listening in the city of St. Louis should have been 61%, but instead all advertisers had greater concentration of listening in the outlying areas where only 39% of the people live. DuPont, for example, had 63.2% of its total listeners in the outlying areas, and Kool 59.2%. Among the other participating advertisers the percentage of inside-the-city listening was somewhat greater. Mr. Ringgold emphasized that wherever people live "you can plan your schedules to reach the group you want to reach."

With respect to results of the survey in connection with listen-

(*Continued on page 30*)

Complete news coverage helps make WPTF the number one salesman in North Carolina, the South's number one state.

WPTF has 11 station editors, reporters, and commentators . . . UP and AP . . . wire recorder . . . plus world wide NBC sustaining and commercial news. They bring the news while it's news to 457,840 radio families in WPTF's BMB area.

TED LEEPER
Farm Director

SAM BEARD
Esso Reporter

FRANK JETER
Farm Editor

CARL GOERCH
State Features

PHIL ELLIS
Director, Special Events

TOMMY WILLIAMS
Regional Reporter

HARRIET PRESSLY
Women's Editor

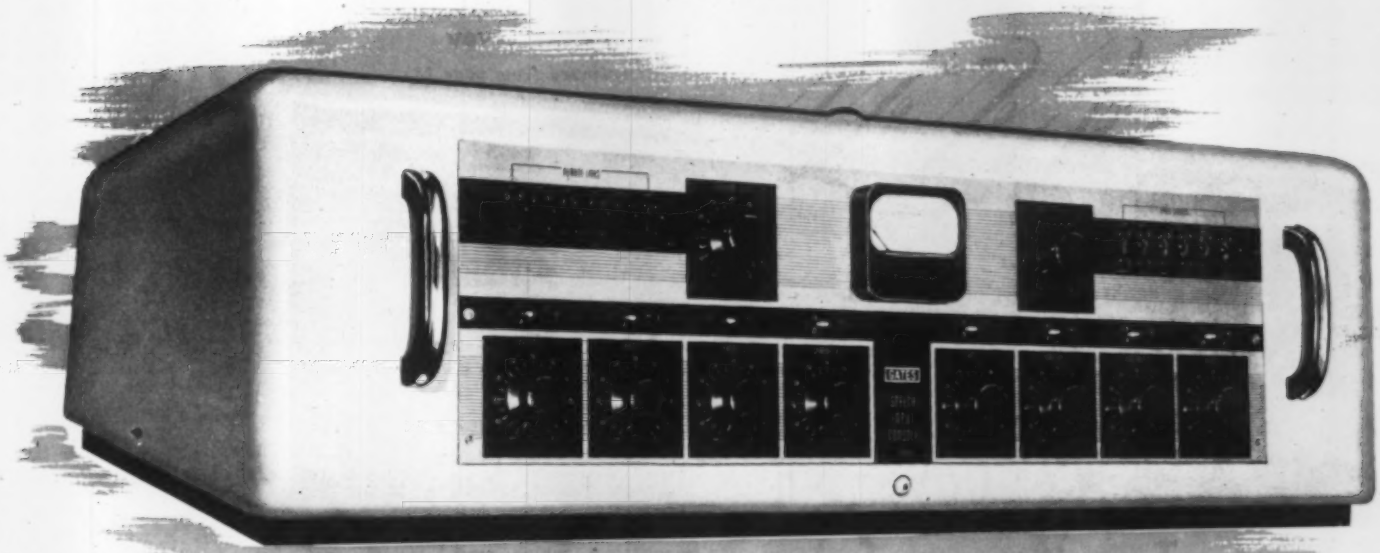
JIM REID
Sports Editor

ED KIRK
News Editor

BILL HILLIARD
Ass't. News Editor

W. E. DEBNAM
Commentator

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES



For Your Listeners: A BONUS IN STUDIO QUALITY!....

THE GATES MODEL 31-B SPEECH CONTROL CONSOLE

HERE'S a Console with a wide range of flexibility—capable of handling 2 or 3 studios and a control room with complete ease; and with circuits to spare. It has a high gain overall of 114 decibels, uses Stromberg standard telephone keys throughout, and has a big bonus in built-in, satisfying quality. At the same time, the GATES 31-B Speech Control Console is smartly business-like in appearance—with a new all cast-aluminum tilt-back cabinet. It's a fine piece of equipment—built to do the job.

Best of all, its price is still only $1060.00; complete and ready to operate. This is in keeping with the GATES policy of giving you your full money's worth of equipment for every dollar you spend!

The GATES CB-4 Studio Combination

Let us send you complete data about it.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

25 25th Anniversary Year

Eastern Sales Office: 40 Exchange Place, New York 5, N. Y.
Western Sales Office: 1350 N. Highland, Hollywood 28, Calif.
Canadian Sales: Canadian Marconi Co., Ltd., Montreal
International Distribution Overseas by Westinghouse Electric International Co., 40 Wall St., New York City

Exclusive Manufacturers of Radio Transmitting Equipment and Allied Products

W·A·C·O Covers a Trade Territory of More Than 500,000 Population Representing an Effective **Buying Power** of more than

ONLY ABC OUTLET IN CENTRAL TEXAS

Late HOOPER Rating Shows - **35.4** Average Listening Audience against competition of five other stations

W·A·C·O

1000 WATTS WACO, TEXAS 1460 Kc

- AMERICAN BROADCASTING COMPANY
- TEXAS STATE NETWORK
- NATIONAL REPRESENTATIVE: WEED & COMPANY

Petry Survey

(Continued from page 28)

ing of persons in three rent groups (those paying low rents, those in the middle bracket and those paying high rents), Mr. Ringgold said the assumption that radio does its best job in the low income group was disproved—at least, so far as the eight participating advertisers were concerned. Radio, he asserted, does a good job in the low income group, "but just as well in the high and middle one-third of the population."

Marginal Time Effective

Figures revealed by the survey on the effectiveness of so-called marginal times—early morning and light night—also were interesting, Mr. Ringgold observed. The conclusion reached was that marginal time, which most stations offer at very low rates, is effective. Kool, for example, with average time at 11 p.m. and almost one-half of its schedule at 11:30 p.m., reached 386,000 adults. In the case of duPont, with one-half of its schedule before 7 a.m. and running as early as 6:20 a.m., 196,000 adults heard and could recognize the commercials after 30 days of broadcasting.

Spot radio, Mr. Ringgold is convinced, is a mass medium appealing to and reaching all ages and rental groups. It offers excellent opportunity for the advertiser to emphasize his messages to a particular group through a combination of proper copy and time selection, he said. And, he added, "if buyers are not handicapepd by edicts to buy ratings but instead can couple their knowledge of your product with their knowledge of the medium—to exercise intelligent judgment instead of being bound by artificial arbitrary standards—they are in a far better position to accomplish your sole objective, which is to sell merchandise."

Mr. Ringgold explained his views on spot radio and discussed the results of the Petry St. Louis survey in an address on "What Radio Research Forgot" at the five-day convention of the Advertising Assn. of the West at Sun Valley, Idaho, late in June.

WTNB to Start Building New 50-kw FM Station

CONSTRUCTION will begin shortly on a 50-kw FM outlet for WTNB Birmingham, Ala., it was announced last week by Mrs. Evelyn S. Hicks, vice-president and general manager of the station. WTNB, which has an application pending for 5 kw, will duplicate its programs on the FM station.

The station also announces the promotion of David Loveman to asst. manager, replacing J. D. Shacklett, who has joined the Balboa Radio Corp. in San Diego.

COMMERCIAL SET-UP for U. S. Rubber Co. sponsorship of the WCBS-TV New York telecasts of the Professional National Championship Tennis Matches, June 20-22 at Forrest Hills, Long Island, comprised one chair, on which the product name signs were placed; one girl, Jean French, who modeled the company's Keds while demonstrating tennis strokes, and one television camera to pick-up the images of both girl and signs. Not shown in the picture, but included in the company's commercial set-up, were a male model, other placards and an assortment of CBS video announcers, producers, cameramen and engineers, plus a contingent of officials of CBS, U. S. Rubber and Campbell-Ewald Co. of New York, agency for the rubber company.

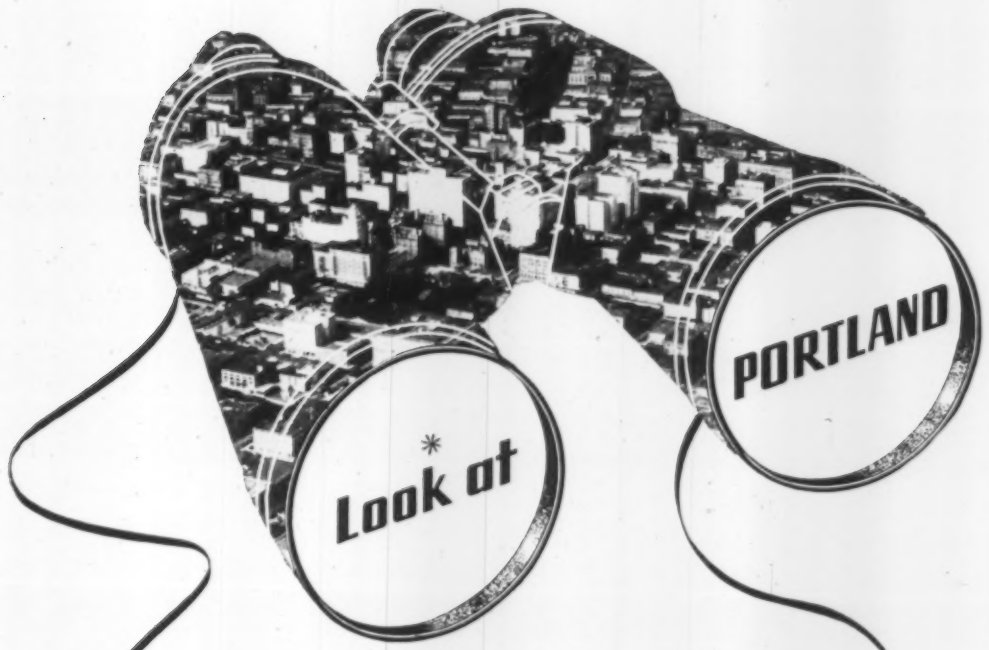
WJLK-FM Will Be Ready To Take Air on Sept. 26

SEPT. 26 has been set as completion date for WJLK-FM, "Radio Voice of the Asbury Park (N. J.) Press." Studios, located in the Asbury Park Press Bldg., were completed last week and work at the transmitter site two miles west of the city is well under way, according to the station.

A continuing FM set census in Asbury Park, the station reports, shows 783 new band FM receivers as of June 1, and it is estimated that 1,000 will have been installed by WJLK-FM's opening date.

Magnetophone Report

NEW REPORT put on sale by Department of Commerce describes 12 models of the magnetophone—German-developed device using magnetic tape as the medium for recording and rebroadcast of speeches and music [BROADCASTING, May 26]. Price is $8 for a photostat and $3 for microfilm. It is 133 pages long, including illustrations, and is titled "The Magnetophone Sound Recording and Reproducing System." Requests should be addressed to the Office of Technical Services, Department of Commerce, Washington 25, D. C. and checks or money orders made payable to the Treasurer of the United States.



...*"Sales Management" did

Portland's a great, and *growing*, market area.. as indicated by these significant statistics from SALES MANAGEMENT's 1947 Survey of Buying Power:

"Gain in population since 1940: 6% for the nation, 33% for Portland."—p. 36 · · · "Third in per capita effective buying income."—p. 17 · · · "1946 gain in wholesale volume: 29%."—p. 41 · · · "Ability to purchase: 35% above national average."—p. 41 · · · "Among 201 largest cities, Portland ranked 17th in sales of general merchandise."—p. 104 · · · "Deserves increased advertising pressure."—p. 36.

For the increased advertising pressure that Portland deserves, alert advertisers are using KEX. Consult our Sales Representatives.

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA WBZ WBZA WOWO KEX

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

KEX

ABC NETWORK AFFILIATE

'Ranger' on the Prowl

FIREWORKS he sought became boomerangs for seven-year old Patrick Callahan, son of Walter Callahan, vice president in charge of transcriptions at WLW Cincinnati. Not to be outdone by the Ohio law forbidding fireworks, Pat donned his "Lone Ranger" outfit the day before the Fourth and went searching for firecrackers, rockets, and such. After a ride on a vegetable truck, he went wandering around town on a fruitless search. Radio and police stations filled the air with descriptions of the boy. When found he was calmly reading comic books in a drugstore, miles from home. Only fireworks he got was a "hot-seat special" set off by his father.

FCC Says It Checks Only Interference; Denies Monitoring of Radio Programs

FCC DENIED last week that its 22 monitoring stations listen to radio programs.

Their "chief concern" with broadcast operations, the Commission said in a two-page news release, "is to keep check on the technical aspects of the operation of transmitters."

FCC said:

One of the most popular misconceptions of FCC activities is that it monitors or otherwise listens in on program broadcasts. The fact is that the Commission does not maintain surveillance of the day-to-day program operation of broadcast stations. Because programming is primarily the responsibility of station licensees, the Commission does not pass on individual programs, and does not require the filing of radio scripts before or after the programs go on the air.

Monitoring, FCC said, is designed "to see that all types of radio stations stay on their assigned frequencies, detect and identify interference and, in general, police the technical aspects of the growing ether traffic. They do not listen to radio programs."

With the spectrum growing more crowded, FCC said, the job of tracking down interference is becoming more important. The Commission said it handled 1,012 major interference cases requiring personal investigation during 1946 and 379 during the first quarter of 1947. In addition, 1,065 "minor cases" were cleared at FCC field offices and stations during the first three months of this year.

Monitoring Networks

To do this work, FCC explained, there are 10 primary and 12 secondary monitoring stations linked into nationwide network by leased teletypewriter service as well as radio. They employ 184 persons.

The Commission said it regards the present monitoring setup as the "minimum peacetime level for maintenance of order in the radio spectrum." During the war, it was pointed out, there were 102 stations "which at that time were used to locate espionage stations all over the world, to give bearings to aircraft which had lost their position, and to run down interference."

W. M. HARRIS, WHOB MANAGER, IS DROWNED

WILLIAM M. HARRIS, station manager, WHOB Gardner, Mass., met sudden death while on a family picnic July 5 in Gardner. Mr. Harris was fishing from a raft and was evidently seized with a sudden fainting spell. He toppled into the water and drowned. His wife, mother-in-law and brother-in-law were preparing a picnic supper on the bank when the tragedy occurred.

Mr. Harris

Mr. Harris was 28 years of age and had been in radio for 7 years. He served as time salesman with WSPR Springfield, Mass., and WHAI Greenfield, Mass., later becoming commercial manager for WNOC Norwich, Conn. Last March he was appointed station manager for WHOB.

Surviving is his widow, Mrs. Marcia Harris, who prior to her marriage, was employed at WHAI.

David Owen Dies; Former Radio Director-Producer

DAVID OWEN, former director and producer of radio productions for NBC and CBS, died in his home at Ann Arbor, Mich., July 4 following a prolonged illness. Mr. Owen, who was 48, was a professor of speech and a lecturer in radio broadcasting at the U. of Michigan.

Mr. Owen formerly was associated with many daytime serials, as well as the Fibber McGee and Molly program. He is credited with having introduced the first New York originated daytime dramatic program as well as CBS's first venture into productions in Chicago.

Entering radio as an announcer and writer upon graduation from Stanford U. in 1923, Mr. Owen became an associate professor at Northwestern U. in 1927, later joining the faculty of the U. of Michigan in 1941.

He is survived by his wife, Elizabeth, and a daughter, Rosemary. Funeral services were conducted in Ann Arbor, with burial scheduled in Falmouth, Mass.

AFRA Fees

QUESTION of increased fees for record show guest appearances has been referred to the Aug. 14 AFRA convention by New York membership.

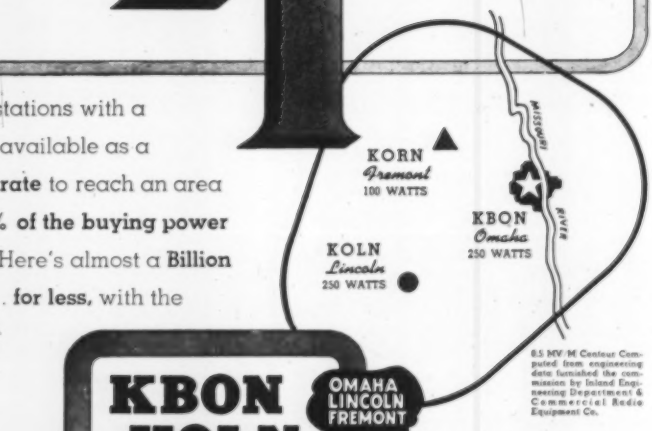
NOW

3 hometown stations

4 market areas

1 low rate

Here's a package packed with plenty of selling punch! . . . Three "hometown" stations with a plus of a rich farm market now available as a package network. Just **one low rate** to reach an area equal to **57% of the people, 64% of the buying power** of the entire state of Nebraska. Here's almost a **Billion Dollar Market** you can reach . . . **for less,** with the Inland Group. Wire or write for immediate availabilities.



KBON KOLN KORN

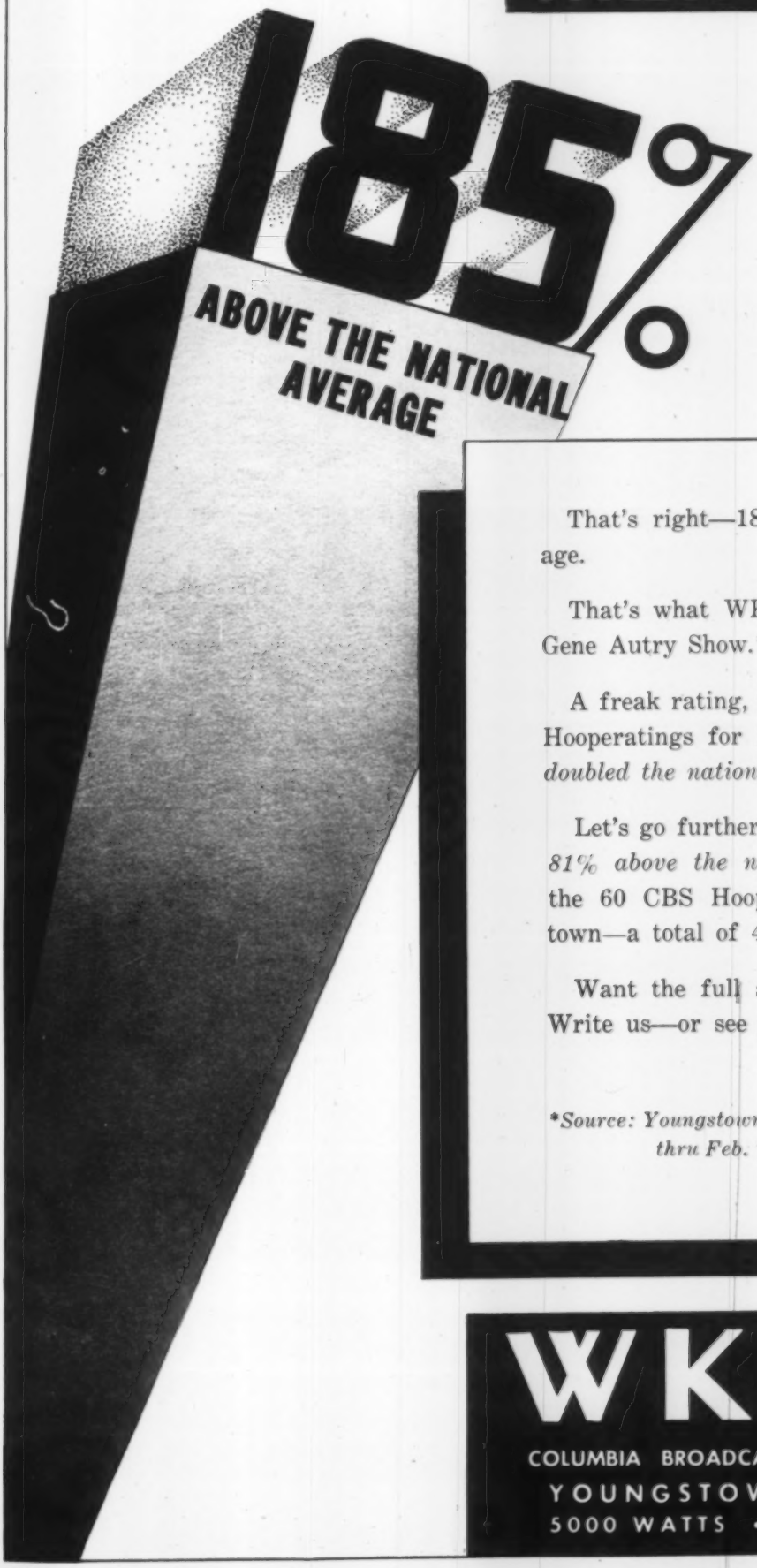
OMAHA LINCOLN FREMONT

THE INLAND GROUP

THE INLAND BROADCASTING CO. — General Offices, Saunders-Kennedy Bldg. Omaha 2, Nebraska — Paul R. Fry, Vice President and General Manager

WEED & COMPANY, National Representatives

WKBN LOCAL RATING



That's right—185% above the national average.

That's what WKBN delivered (17.1) on the Gene Autry Show.*

A freak rating, you say? Not at all. WKBN's Hooperatings for 19 CBS programs *more than doubled the national average!*

Let's go further: WKBN's Hooperatings were *81% above the national average* on 58 out of the 60 CBS Hooperated programs in Youngstown—a total of 419 bonus Hooperating points!

Want the full story with facts and figures? Write us—or see your nearest Raymer man.

**Source: Youngstown, Ohio, Fall-Winter Report, Oct. '46 thru Feb. '47, of C. E. Hooper, Inc.*

WKBN

COLUMBIA BROADCASTING SYSTEM
YOUNGSTOWN, OHIO
5000 WATTS • 570 K. C.

Represented by
RAYMER

ATLANTA AND FARGO OUTLETS TO JOIN ABC

AFFILIATION of two 5 kw stations now under construction in Atlanta, and Fargo, N. D., was announced last week by ABC. The network will have 257 affiliates.

Effective Oct. 1 KFGO Fargo will join ABC as a member of the Northcentral group. Owned by the Northern States Broadcasting Co., the station will operate fulltime with 5 kw on 790 kc.

Effective Dec. 15 WCON Atlanta will join as a member of the Southcentral group. Owned by the Constitution Publishing Co., the station will operate fulltime with 5 kw on 550 kc. WCON replaces WAGA Atlanta which recently left ABC affiliation to join CBS.

The Atlanta network situation is affected by litigation involving WGST and WAGA [BROADCASTING, June 23, 30].

CAMPBELL SOUP COUP involving two CBS half-hours got under way with beginning of *Club Fifteen*, 7:30-7:45 p. m. (EDT), *Double Or Nothing*, 3-3:30 p. m. (EDT). Programs originate in Hollywood and supplement *Robert Trout With the News Till Now*, 7:45-8 p. m. (EDT). Gathered for kickoff are (l to r): Harry Witt, assistant general manager, CBS Western Division; Arthur A. Bailey, vice president and general manager of Ward Wheelock Co., Philadelphia; Diana Bourbon, radio director of Ward Wheelock Co., Hollywood; Donald W. Thornburgh, network West Coast vice president.

KOOL PHOENIX IS NOW MBS-DON LEE OUTLET

FIRST ENTRY of MBS-Don Lee into Arizona took place June 22 when KOOL Phoenix took the air with 5 kw on 960 kc.

Unusual welcome was given the station when KRUX in nearby Glendale broadcast spot announcements for four days prior to the KOOL opening, advising listeners to tune to KOOL "for the newest and best in radio entertainment." Mrs. Gene Burke Brophy, KRUX owner, explained: "Our listeners have a right to be informed on all matters of importance to the community."

Staff of the new KOOL, according to its owners, Maricopa Broadcasters Inc., represents a total investment of $100,000. Temporary station manager is J. A. Murphy, member of board of directors. Verne Sawyer, former programming supervisor for the Pacific-Northwest Network, is program manager, and Owen J. Ford, a West Coast radio and electronics engineering consultant, is chief engineer.

Studios and offices are located in the Hotel Adams in downtown Phoenix. A four-tower directional antenna array is used to cover the state's population centers.

WKBC Begins Operation In North Wilkesboro, N. C.

WKBC North Wilkesboro, N. C., went on the air at 5 a.m., June 27, operating on 810 kc, 1 kw. The station is owned and operated by the Wilkes Broadcasting Co., Mrs. Doris B. Brown and John T. Cashion principal owners.

Mrs. Brown has been active in radio since 1937, formerly affiliated with WRAL Raleigh, WGKV Charleston, W. Va. and WAIR Winston-Salem. She is secretary-treasurer of the Chesapeake Broadcasting Corp., owners of WASL Annapolis, Md. Mr. Cashion has been with Western Electric, Winston-Salem since his release from Army Air Forces communications section in the Pacific.

Bill Stauber, program director, was formerly with WPTF Raleigh. Roland B. Potter, commercial manager, was with Vick Chemical Co., Greensboro before joining WKBC. His assistant, G. C. Yarbrough, was formerly with WJRI Lenoir, N. C. Chief Engineer Dennis C. Long has been with WJRI and WGNC Gastonia, N. C. Ray Meadows, assistant engineer, is a Navy veteran. Announcers include Michel West, formerly of WASL Annapolis, and Morris Eller, U. of N. C. radio school. Mrs. John T. Cashion is receptionist.

WKBC uses AP news and World Broadcasting transcription service, in addition to local programming. Transmitter and console equipment is by Collins, with a 265 foot Lehigh tower located two miles from the studios.

This Truscon self-supporting tower, 300 feet high, supports an FM antenna used by the KBJY Police Radio Station at Omaha, and is one of many serving police needs in the State of Nebraska.

There are Truscon Radio Towers in almost every state in the Union, and in many countries overseas. To meet varying conditions and requirements in these many installations, Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Screen Building Products.

On CFRB you can reach

MORE LISTENERS PER DOLLAR

than on any other Toronto station

2,795 potential radio homes after 7 p.m.
3,475 potential radio homes between 6-7 p.m.
5,195 potential radio homes at other times

Yes, on CFRB your advertising dollar buys a dollar's worth of listeners and more!

Ask the advertisers who use this station . . . who keep on using it year after year. Ask them *why!*

Here's the answer! They stay with CFRB because they can reach an audience that's been growing in size and loyalty for twenty years . . . that will continue to grow for the *next* twenty years. They keep on advertising over CFRB because, and only because, they get *results!*

CFRB TORONTO

REPRESENTATIVES

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

JOHN H. PERRY ASSOCIATES

310 EAST 45TH ST., NEW YORK, N. Y.

Announces

The Representation of

WWPG

PALM BEACH, FLORIDA'S

ABC Outlet

WWPG is the dominant voice of Palm Beach, West Palm Beach, Lake Worth and vicinity. A Conlan survey of this market (December 1946) revealed the following:

Distribution of Listening Homes Among Stations

	Morning Period	Afternoon Period
WWPG	**58.3%**	**44.3%**
Station A	10.8	14.7
Station B	24.9	36.7

Annual retail sales for Palm Beach county amount to $87,561,000.00*. Effective buying income for the county is $128,907,000.00 (net)*. Palm Beach county is a "plus" market in Florida with its consistent base market of 125,300* population, plus the greatest concentration of key business, industrial and social leaders of any area in the United States.

* *Copr. 1947, Sales Management Survey of Buying Power; further reproduction not licensed.*

JOHN H. PERRY ASSOCIATES

310 EAST 45TH ST., NEW YORK CITY

CHICAGO DETROIT PHILADELPHIA ATLANTA

ALSO REPRESENTATIVES OF

WALT—Tampa, Florida
WCOA—Pensacola, Florida
WDHL—Bradenton, Florida
WDLP—Panama City, Florida
WFRP—Savannah, Georgia
WJHP—Jacksonville, Florida
WTAL—Tallahassee, Florida
WTMC—Ocala, Florida

Nine CBS Stations Adopting Two Percent Cash Discount

ADOPTION of the 2 per cent cash discount principle by seven CBS-owned stations and two affiliates also represented by CBS Radio Sales was announced last week at the network's New York headquarters.

The 2 per cent discount, in the form of a penalty clause similar to that in use by the four national networks and approved by the American Assn. of Advertising Agencies, which has been campaigning for industry-wide adoption of the discount, becomes effective with new station rate cards July 27.

Frederic R. Gamble, president of the AAAA, told BROADCASTING that the association was "very pleased with the recognition by CBS of the principle of the 2 per cent cash discount." He pointed out, however, that it was not as satisfactory, from the agency point of view, as that given by other media.

In the new rate cards for the CBS owned stations and the two represented by the network's Radio Sales, the discount provision reads:

"Bills rendered and payable weekly unless satisfactory arrangements are made for monthly payments. If such arrangements are made, allowance of the first 2 per cent of gross billing for broadcast facilities or for participations included in the aggregate amount of discount to which any advertiser may be entitled, will be contingent upon payment of charges for such facilities or participations on or before the 15th day of the month following the completion of the broadcast week."

Mr. Gamble pointed out that the AAAA-endorsed discount plan contemplated a 2 per cent discount off net billing as an inducement for prompt payment, and differed from the policy practiced by networks and now adopted by the CBS stations granting 2 per cent of the gross.

The AAAA, he said, still intended to plump for its basic proposal.

CBS-owned stations adopting the discount on the new rate cards are WCBS New York, WEEI Boston, WTOP Washington, WBBM Chicago, KMOX St. Louis, WCCO Minneapolis, and KNX Los Angeles. All are 50 kw. WAPI Birmingham and WBT Charlotte, N. C., are the stations not owned by CBS but represented by Radio Sales.

J. L. Van Volkenburg, general sales manager of Radio Sales, reported that the new rate cards reflected no increase in the base rate of any station. Rate revisions, he said, were restricted to time, announcement and participation adjustments.

R. L. Heald Joins Firm Of Welch, Mott & Morgan

WASHINGTON law firm of Welch, Mott & Morgan last week announced the association of Robert L. Heald. Mr. Heald has been employed in the office of Chief Justice Lawrence Groner of the Court of Appeals, and previous to that was an FBI special agent. He is a graduate of Georgetown U. where he received the Father Francis E. Lucy medal for attaining the highest grades in his four year period.

R. L. Heald

With the addition of Mr. Heald and the recent association of Mr. Morgan [BROADCASTING March 17], the firm plans to expand from its specialization in radio communications to courts of the U. S. and commissions and agencies of the federal government. In line with these changes, the firm name has been changed from Welch & Mott to Welch, Mott & Morgan. The address has also been changed to 710 14th St., N. W. in Washington.

B. W. Keightley

BERTRAM WILLIAM KEIGHTLEY, 53, supervisor of advertising, Canadian Industries Ltd., Montreal, died suddenly at Montreal June 30. Born in Halifax in 1894, he was educated in Scotland. Shortly after returning to Canada he went into the advertising department of the *Quebec Telegraph*, later becoming advertising manager. In 1923 he went to the United States as New England and Canadian representative of Standard Pub. Corp. of New York and Chicago, returning to Canada in 1930 after a trip to Europe to study advertising methods. He joined Canadian Industries Ltd. in 1932 as advertising supervisor. His services to Canadian advertising were awarded the gold medal of the Association of Canadian Advertisers in 1944. He was president of ACA for three terms.

WKOP Incorporates

ASSIGNMENT of the construction permit of WKOP Binghamton, N. Y., to The Binghamton Broadcasters Inc. is requested in an application filed last week at FCC. No change of ownership is involved. Assignor partners, Andrew Jaremа and Frank H. Altdoerffer, are president and secretary-treasurer respectively of the new assignee firm. Ownership interests remain about the same. Doris E. Jarema is vice president of assignee.

THE SOLO MEDIUM

INGRAINED INFLUENCE

A persuasive influence can rise overnight...and can fall as fast. But the influence of WSM has been firmly embedded, through 21 years of sympathetic broadcasting, in the minds of the folks in this market of five million radio listeners. Result? A station which can deliver this five million listener market, single-handed—the only medium which can do so.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

Gimbel's Likes TV

GIMBEL'S Philadelphia store has concluded that it is "becoming enthusiastic" about results of television advertising. David Aaron, store publicity director, said 2,500 replies were received to single television offer giving away bubble gum. Offer was made by Jack Creamer on June 20 telecast over WPTZ Philadelphia.

Said Mr. Aaron, "Since there are now about 6,000 television receivers in Philadelphia area, not all in private homes, and not all turned on for any one program, this return of about 40% from a single casual announcement is truly phenominal."

FBI Check on Employes of Contracting Stations Forseen Under Mundt Bill

FBI-INVASION of broadcasting stations and offices is foreseen by Senator H. Alexander Smith (R-N.J.) if the so-called Mundt bill becomes law.

This bill, introduced in the House and recently approved by the lower chamber, would grant specific authority to the State Dept. to conduct the "Voice of America" and other activities now carried on without authorization by the Office of International Information and Cultural Affairs.

One of the strongest security clauses ever written into American legislation provides for FBI examination of all personnel engaged in these projected cultural relations activities. Senator Smith, Chairman of a Foreign Relations subcommittee considering the bill for the Senate, said the security provisions would apply equally to private broadcasters who undertake any part of the "Voice of America." He said that if the bill is passed as it stands now, broadcasters will have to accept as part of their contracts with the State Dept. the provision that all personnel working on the "Voice of America" be screened by the FBI.

At present almost 50% of all programming is done by private broadcasters under contract to the State Dept. But the Mundt bill goes even further to require that the State Dept. contract out as much of its programming as practicable.

Senator Smith saw no objection to the application of the security clauses of the Mundt bill to private broadcasters. He pointed out that it was just as dangerous to have subversive or disloyal personnel working on our cultural relations programs whether those programs are disseminated by private or governmental agencies.

The Foreign Relations Committee was scheduled to meet on the Mundt bill either last Saturday or today (July 14). Senator Smith said there was some doubt as to whether the Senate would be able to pass the bill before it recesses. If it does not pass, he declared, the State Dept. will not be able to get any more than the $12,000,000 now proposed for its cultural affairs activities. Passage of the bill would permit the submission of a supplemental appropriation which would be otherwise impossible.

PROSPECTS, crop, and advertising

The U. S. Department of Agriculture crop report for June forecasts a North Dakota wheat crop this year of almost 170 million bushels—far exceeding any year in history. Already basking in the wealth of three successive record-breaking crops, Northwest farmers bid fair to become the richest group of consumers in the U. S.

And prospects are for a record crop of advertisers on KFYR—for smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with an intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

A few good availabilities remain, but they're going fast. Better see your nearest John Blair man—quick.

KFYR Bismarck, N. D.
NBC Affiliate
5000 Watts — 550 Kilocycles
B M B Daytime Circulation: 271,540
National Representative: JOHN BLAIR & CO.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Treasury Radio Head Thanks Broadcasting

EDITOR, BROADCASTING:

Upon my resignation as Director of Radio for the Savings Bonds Division, effective July 5, I take this opportunity to offer sincere personal thanks to you and BROADCASTING for the unusually fine cooperation which you have given me throughout my tour of duty with the Treasury Department.

My successor will be Mr. Nathan P. Colwell, and his office will be located in Washington in the Washington Building, 15th and New York Avenue, N.W., Washington 25, D. C.

Brent O. Gunts,
Director, Radio Section
Treasury Dept.
Washington, D. C.

July 2.

Graham Rule On How To Figure Out Channel

EDITOR, BROADCASTING:

The enclosed rule is probably not the answer to the FM engineers' prayer, but it was a lot of fun to devise. There is no copyright on it and you can make what use of it you care to . . .

H. Underwood Graham
Consulting Engineer
Bond Building
Washington 5, D. C.

July 3

Rule for Changing FM Channel Number to Frequency and Vice Versa:

	Example
A. Given Channel No.	#239
1. Divide Channel No. by 5	47.8
2. Add 47.9	95.7 mc
	Example
B. Given Frequency	101.1 mc
1. Subtract 47.9	53.2
2. Multiply by 5	#266

Editor's Note: Prior to Feb. 14 Mr. Graham was chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division.

The Critics have 21 words for us

Below are 21 adjectives, carefully culled from the long list of citations which ABC has received in the past few months. We print them here for two reasons: (1) because it gives us a chance to say, "Many thanks for the bouquets—and may we live up to them;" and (2) because it is interesting to realize that critics of radio have such a surprisingly large number of *complimentary* words in their vocabularies.

"IMPORTANT"
"CHALLENGING"

World Security Workshop
Ohio State Univ.: First Award

"UNIQUE"
"TOP"

Hiroshima
Ohio State Univ: First Award
George Foster Peabody Award
Motion Picture Daily Award
CCNY Public Service Award
Billboard: 2 Awards

"COURAGEOUS"

Drew Pearson
Council Against Intolerance in America: Citation

"MATURE"
"VITAL"

Youth Asks the Government
Ohio State Univ.: Honorable Mention

"FAVORITE"

Theatre Guild on the Air
Billboard: First Award
Ohio State Univ.: First Award
Motion Picture Daily Award

"DELIGHTFUL"

Henry Morgan Show
George Foster Peabody Special Citation
Billboard: 2 Awards
Motion Picture Daily: 3 Awards

"MOST PROMISING"

Walter Winchell
National Conf. of Christians and Jews Award

"DISTINGUISHED"

American Farmer
National Safety Council Award

"LUCID"

Raymond Swing
Ohio State Univ.: First Award

"PROVOCATIVE"
"INFORMATIVE"

Are These Our Children?
Ohio State Univ.: First Award

"BEST"

Bing Crosby
Motion Picture Daily: 4 Awards

Boston Symphony Orchestra

"OUTSTANDING"

Bruno Walter, guest conductor

Metropolitan Opera

"SUPERLATIVE"

Milton Cross
Musical America: First Award

The Greatest Story Ever Told
Variety: Special Award

"STIMULATING"

America's Town Meeting of the Air
Ohio State Univ.: Honorable Mention

"MERITORIOUS"
"EXPERT"
"CONSISTENTLY EXCELLENT"

Elmer Davis
1946 Du Pont Radio Commentators' Award

Do we print this list of 21 pats on the back simply because it's *our* back that's being patted? No; we have a better reason than that. The significant thing about this list is that it is RADIO that's being praised. The critics (and the public) are acclaiming the mature and stimulating things that are happening more and more these days on *all* networks. Radio has grown up—with press notices like the ones on this page to prove it. And, you know, when you *feel* like an adult, there's nothing more gratifying than being told you're *acting* like one.

ABC American Broadcasting Company

A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

(Advertisement)

THE SKIPPER

Barnum couldn't have been the best! For my money the greatest showman and publicity man that ever lived was my old boss, Carl Graham Fisher, the "Skipper". I was privileged to sit at the feet of this great man.

When I went to work for the "Skipper", some many years back, a young personable Irisher, Steve Hannagan, was plugging away selling our climate under the aegis of Mr. Fisher. Joe Kopps was trying to be a salesman of real estate. If memory serves me right, Ted Husing was pounding the by-ways in the capacity of what we then knew as a "Bird Dog". He was hustling for some Miami Real Estate subdivision outfit.

Those were the boom days in Florida. Now don't ask Ted, or Joe, or Larry, or Steve, how long ago that was, for I understand Steve is still working at the greatest of avocations, I guess Ted also is still interested in the finer things of life when he finds time to descend from the podium of his bandstand. Perish the thought that these gentlemen should ever feel from my reminiscing that tempus is fugiting!

The "Skipper" owned an elephant called Rosie, and when Steve couldn't think up anything else to do he'd get hold of Yarnell, the genial Negro mahout from Georgia, who'd bring Rosie around and Steve would have me show up with a huge wooden key to the City and we'd have Rosie hold the key in her trunk and hand it to Bernard Gimbel or Gene Tunney or Eddie Rickenbacker or some other celebrated gent or lady. I was a political officeholder at that time and had to do my stuff.

One of the most cherished of memory photos that I possess is one of my Ucola, then Miss Collier; later the child bride of my youth, posing with Rosie for the benefit of Paramount, Pathe, Fox, and Steve's insatiable desire for Miami Beach credit lines.

The "Skipper" taught me all I know about publicity and showmanship. I think Irish Hannagan, if asked, will make pretty close to the same statement as far as he is concerned.

We no longer have the large wooden key around for Rosie, the elephant, to hand out, Rosie was sold to Mr. Candler in Atlanta, Georgia, and along with the sale, as part of the deal, went Yarnell, the deep colored Georgia mahout.

I am no longer a politico. I have long since quit handing out keys and have delegated all my authority in that regard to an entity called WKAT, and WKAT delivers keys that really work. Golden keys that unlock treasure chests, silver keys that unlock doors of rooms filled with dollars. These keys open all the radio doors of the listeners of Southern Florida when fitted duly and properly to WKAT's availability portals. If you are the possessor of one of these keys and have used it to unlock the doors, then at that time I will write you a ticket, yes, I will personally guarantee that you have used it in your best interests and that you have purchased one of the finest radio buys in the United States, and that it will pay off.

We are publicity conscious at WKAT. We are conscious of the need to merchandise products as times change and people no longer are begging the privilege of purchasing. We are fully conscious of the value of hard work! The rules of the "Skipper" haven't been forgotten!

We are conscious of the thin line of demarcation that separates prestigious advertising from notorious hullabaloo.

We are conscious that when time is purchased on WKAT, an obligation arises upon us to do our best to deliver results. We know that nothing pays off except results!

All of our people at WKAT shall always hold to the principles of the "Skipper". All of them will continue to sell WKAT in the best manner possible. All of them will continue to handle your programs or spot announcements for your benefit and your client's best return. We know that for us to continue to be successful, every time purchase, or spot announcement sold, must benefit both parties. All roads at WKAT are two-way streets.

We'll keep foggin 'em over the plate at WKAT. We'll use all the publicity we can muster to help both WKAT and our advertisers. We'll keep trying to impress the people that WKAT and the South Florida area are the best in the world.

That's the way the "Skipper" worked it.

FRANK KATZENTINE
WKAT

Four New AM Stations Get Grants Making Final Earlier FCC Rulings

GRANTS for four new AM stations were issued by FCC last week in actions giving finality to earlier proposed decisions.

They went to:

1. Volunteer State Broadcasting Co., Nashville, Tenn., 1300 kc with 5 kw, using directional antenna fulltime.
2. Newnan Broadcasting Co., Newnan, Ga., 1400 kc with 250 w (when WATL Atlanta vacates 1400 kc).
3. Monterey Bay Broadcast Co., Santa Cruz, Calif., 1460 kc with 1 kw, directionalized.
4. San Jose Broadcasting Co., San Jose, Calif., 1500 kc with 1 kw, directionalized.

In the West Coast case three other applicants for new or improved facilities in the 1460-1500 kc area—KSAN San Francisco, KTYW Yakima, Wash., and Mission Broadcasting Co. of San Jose—were given denials. Their proposed operations, FCC explained, would conflict with these authorized [BROADCASTING, May 5].

The denial to KTYW, which was seeking to increase from 500 w to 1 kw on 1460 kc, was issued without prejudice to the filing of an application specifying a directional array protecting the Santa Cruz operation, KINY Juneau, and any other existing station. KSAN was seeking to move from 1450 to 1460 kc and increase power from 250 w to 5 kw. Mission Broadcasting was seeking a new station on 1490 kc with 250 w.

Nashville Action

In the Nashville-Newnan case it was the second time the grants had been issued. Both applicants originally applied for 1300 kc. FCC concluded that Newnan should get the station but agreed to award the regional frequency to Nashville if a local channel could be found for Newnan [BROADCASTING, Jan. 20]. It was then agreed that Newnan should take 1400 kc when that frequency is vacated by WATL, which is moving to 1380 kc, and grants were issued on that basis [BROADCASTING, Feb. 3].

Then WATL claimed its 1380-kc operation might receive adjacent channel interference and WJHO Opelika contended it might be troubled by co-channel interference. FCC called for further hearing. In its supplemental proposed decision the Commission concluded the interference would be insufficient to block the grants [BROADCASTING, June 9]. Last week's order effectuated this decision.

Ownership of the grantee firms:

Volunteer State Broadcasting Co., Nashville, Tenn.—Frank W. Mayborn, Texas broadcaster and publisher, president and 50%; Edward M. Kirby, public relations counsel, former NAB public relations director and wartime chief of the Radio Branch of the War Dept.'s Bureau of Public Relations, executive vice president and general manager and 40%; Earl C. Arnold, dean emeritus of Vanderbilt U. Law School, 10%.

Newnan Broadcasting Co., Newnan, Ga.—D. T. Manget, cotton merchant, 33 1/3%; Evan W. Thomasson and his son James, owners of the weekly Newnan Times, 33 1/3 and 16 2/3% respectively; Ida A. Thomasson, wife of James, 16 2/3%.

Monterey Bay Broadcast Co., Santa Cruz, Calif.—L. John Miner, KNAK Salt Lake City traffic manager, who owns 51% and will be manager; Grant R. Wrathall, Washington consulting radio engineer and minority stockholder of KUTA KGEM KLIX, 24½%; Taft R. Wrathall, brother of Grant and engaged in aircraft instruments research, who has 24½% and will be chief engineer.

San Jose Broadcasting Co., San Jose, Calif.—Joe E. Leavitt, retail radio and electrical appliance store owner, who is president and owns 77.27% and will be general manager; Harvey C. Miller, attorney, 13.64%; Noa S. Gayle, banker, 9.09%.

Widespread Circle Help To Mark WHAM Birthday

WHAM Rochester, N. Y., celebrated its 25th anniversary July 11 by sending pieces of its birthday cake to local civic leaders, agencies, clients, and other friends of the station. A card enclosed explained that WHAM's friends were so many and so widespread that it was impossible to have them all at the party, but the 50-kw station wanted them to be in on a part of the celebration, anyway.

General manager and vice president in charge of broadcasting for the station, owned by Stromberg-Carlson Co., is William Fay. Charles W. Siverson is program director, with John W. Kennedy Jr. commercial manager. WHAM is an NBC affiliate.

ASCAP Board

NEW MEMBERS elected to ASCAP at last board meeting include Claude Thornhill, George F. Tibbles, Tommy Tucker, Larry Vincent, Frank Warren, Teri Josefovitz, Homer Simmons, Martin Block, Don Baker, Bernard Bierman, Cy Coben, Ticker Freeman, Ramez Idriss, Donald Kahn, Sam Martin, Mae Mitchell, Eddy Rogers, Standard Music Publishing Ltd., Fanfare Music Co.

WAPX HEADLINER

Brand-New Station Originates Show for ABC

A NOSE FOR NEWS put WAPX Montgomery Ala., on the map less than a week after the 1 kw ABC affiliate took to the air.

Maxwell Field near Montgomery was graduating its first Air University class and among the graduates was Colonel Paul W. Tibbets, the Air Force pilot who dropped the first atomic bomb on Hiroshima. Sensing the opportunity for a good story, WAPX General Manager John S. Allen contacted ABC and suggested an interview for the network's June 4 *Headline Edition*. On June 3 the station got an affirmative and instructions for originating the spot.

Starr Smith, who was associated with Col. Tibbets on the Bikini tests last summer, was assigned to do the script. Chief Engineer Paul Ussery handled technical end.

WAPX is owned by the United Broadcasting Co. Inc., which lists the following officers: Thomas E. Martin, president; John S. Allen, vice president and general manager; Walter J. Knabe, secretary-treasurer, and C. H. Allen, commercial manager.

GEARED TO SERVE!

KAYX

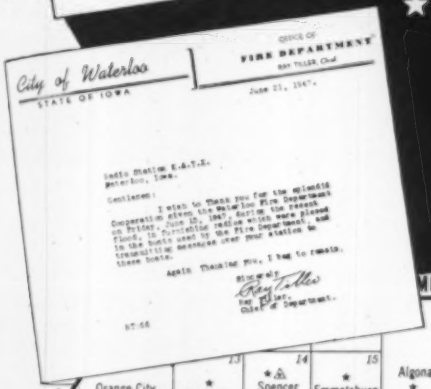
Waterloo's NEW Daytime Station

★ News, Sports, & Music

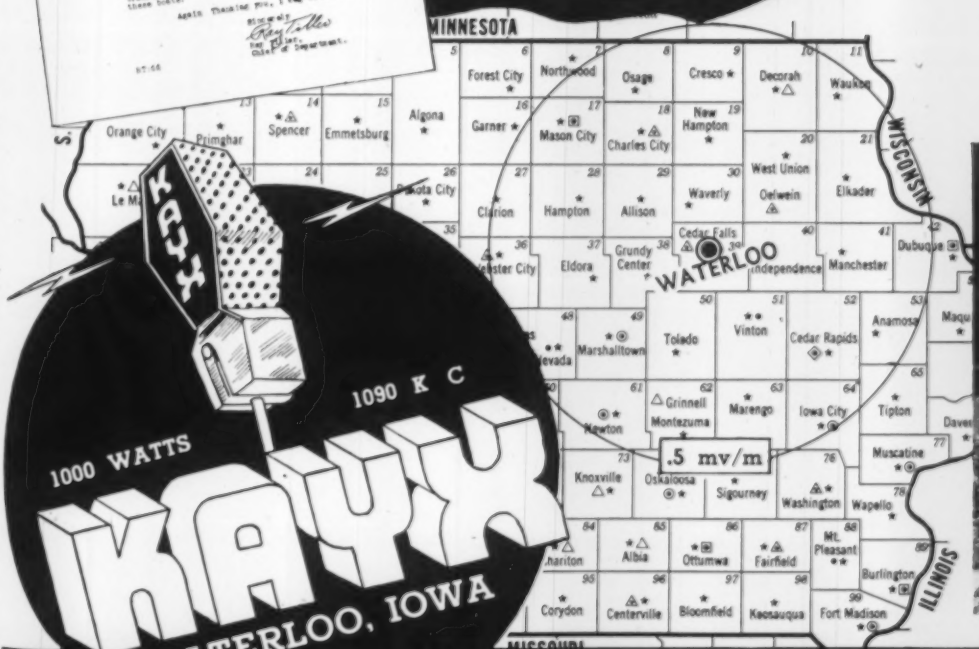
★ News - Every Hour
- - - On The Hour

★ Solid Coverage
- - - Northeast Iowa

City of Waterloo
STATE OF IOWA


City of Waterloo
STATE OF IOWA
OFFICE OF FIRE DEPARTMENT

REPRESENTED NATIONALLY BY
UNIVERSAL RADIO SALES



WATERLOO BROADCASTING COMPANY

THE CONNECTING LINK WITH THE RICH AGRICULTURAL MARKETS AND PROSPEROUS INDUSTRIAL AREAS OF IOWA

C. R. MILLER, Pres. OTTO KOHL, Sr., Vice Pres. OTTO KOHL, Jr., Treas. A. W. TRIGGS, Jr., Manager

Examiners Face Possible Removal

Hyde Says Hearing Div. Men Deserve Credit For Law Training

SOME of the 10 hearing examiners already named to FCC's new Hearing Division [BROADCASTING, June 16, 23, 30] may have to be removed unless the Civil Service Commission changes its proposed qualifications to give credit for their experience as attorneys.

This was reported by FCC Comr. Rosel H. Hyde last Wednesday in testimony before CSC on the proposed Civil Service regulations and standards applicable to hearing examiners required in the various government agencies under the Administrative Procedure Act.

Comr. Hyde pointed out that when the hearing provisions became effective June 11 no standards had been announced, and said FCC employed "careful selection" in making its appointments. But, he said, FCC's list may have to be revised if the standards now proposed are not amended to give weight to the appointees' legal experience.

He emphasized the need to recognize experience and demonstrated ability in a highly specialized field, and suggested that admission to the bar be substituted for three years' experience as one of the qualifications.

Urges Separate Register

Leonard H. Marks, chairman of the Federal Communications Bar Assn.'s Committee on Practice & Procedure, also testified on the proposed standards as they would affect FCC.

He urged that a separate register be set up from which to select FCC examiners, that appointments go only to attorneys, that technical knowledge be required, and that, in order to acquire and retain "good men," the minimum salary be raised to $7,102 (Grade P-6) from the proposed $4,902 (P-4). Upper limit as proposed is $9,975 (P-8).

He recommended that "all applicants for the position of examiner be considered on an equal basis," but said that "if civil service privileges are to be given, then such status should be afforded only to those who have achieved civil service rights as a lawyer rather than as a clerk or administrator."

The nature of the examiner's function in FCC, he asserted, requires legal training.

Experience requirements proposed by CSC stipulate that applicants must have had at least six years of "progressively responsible experience in legal proceedings, in one of the categories" listed below:

(a) Experience as judge of a court of record, or

(b) Experience as member, officer, or employe of a governmental regulatory body, who conducted formal hearings; made or recommended decisions on the basis of the record of such hearings; was responsible for the preparation or presentation of cases; or had administrative charge or responsibility for the successful completion of cases conducted before a court of record or governmental regulatory body; or

(c) Experience which has included responsibility for the preparation or presentation of cases conducted before a governmental regulatory body or a court of record.

Comr. Hyde suggested that credit also be allowed for experience in administrative and regulatory activities requiring specialized knowledge; experience in reviewing proposed findings, hearing records, etc., and experience in informal hearings.

He proposed that "knowledge and experience in the technical subject-matter field involved" be emphasized in assigning ratings.

CSC's proposal would not require written examinations. CSC would review applications, retaining those meeting the requirements and returning the rest. As vacancies occurred, applications which had been retained would be reviewed to find the applicants best qualified for the particular positions. Confidential inquiries regarding the applicants' records might then be made, and supplemental information might be required.

Salary schedule proposed by Civil Service is shown below. Overtime would be paid for work above 40 hours a week. Figures identified as "periodic increase" would be added after 18 months' service until the figure shown as "maximum basic salary" for each grade had been reached:

Grade P-4—Entrance salary $4,902; periodic increase $250.80; maximum basic salary $5,905.20.

Grade P-5—Entrance salary $5,905.20; periodic increase $239.40; maximum basic salary $6,862.80.

Grade P-6—Entrance salary $7,102.20; periodic increase $239.40; maximum basic salary $8,059.80.

Grade P-7—Entrance salary $8,179.50; periodic increase $299.25; maximum basic salary $9,376.50.

Grade P-8—Entrance salary $9,975; no periodic increase; maximum basic salary $10,000.

The CSC hearing, with FCC as the first of many government agencies represented, was held before Civil Service Commissioners Harry B. Mitchell, president; Frances Perkins, and Arthur S. Fleming.

Video Jingles

SINGING COMMERCIALS were introduced into television advertising July 11 by General Foods Corp. The company's opening and closing commercials on its telecast of the Dodgers baseball game on WCBS-TV New York, were cartoon film strips singing the praises of Post Corn Toasties. Jingle was produced by Ben Harrison Productions and singers were chosen from the Radio City Music Hall Choir. Benton & Bowles, New York, handles the advertising of the breakfast food.

Service ~~CEILING~~ UNLIMITED

for the First Families of Agriculture

Building an ever-increasing audience for your sales message is WIBW's "Flying Rooster." Equipped with tape recorder, it hops over millions of acres of golden grain to record on-the-spot accounts of all important agricultural events, news, and developments and speeds them back to the waiting ears of the First Families of Agriculture that make up WIBW's responsive, ready-to-buy audience.

Over two decades of similar carefully planned service has made WIBW the preferred station of farm families in five wealthy states . . . and the preferred station of result-conscious advertisers.

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

Now BRIGHTER PICTURES

with far greater contrast

ALSO
NO ION SPOT
●
NO CATHODE GLOW

TYPE 10FP4

—with General Electric's great new 10FP4 television tube featuring an aluminized screen!

AN important G-E development, the aluminum-backed direct-view screen used on Type 10FP4 has greater brilliancy of image, increased clarity, and sharper definition. Here is the cathode-ray tube that is helping television "come into its own"!

The aluminum backing is a film of microscopic thickness, which not only permits free passage of the electrons to the screen, but by its reflective qualities increases their light-giving effect. At the same time, there is no ion penetration. Therefore, no ion spot can develop on the screen, and no ion-trap magnet is required. Cathode glow is invisible because it is intercepted by the aluminum film.

Widen the market for your television receivers—increase their popular appeal—by installing 10FP4's! General Electric tube engineers will be glad to work closely with you, to help you profit by applying this new *bright-image* tube. Write *Electronics Department, General Electric Company, Schenectady 5, New York.*

CHARACTERISTICS

Max bulb diameter	10½ inches
Min useful screen diameter	9 inches
Heater voltage	6.3 v
Heater current	0.6 amp
Focusing method	magnetic
Deflecting method	magnetic
Max deflecting angle	50 degrees
Screen fluorescent color	white
Over-all length	18 inches (max)
Bulb contact	recessed small-cavity cap
Base	small-shell 7-pin duodecal

Maximum Ratings (*design-center values*)

Anode voltage	10,000 v
Grid No. 2 accelerating electrode, voltage	410 v
Grid No. 1 control electrode, voltage	—125 v

Typical Operating Conditions

Anode voltage	9,000 v
Grid No. 2, voltage	250 v
Grid No. 1, voltage for cut-off	—45 v
Focusing coil current, d-c, approx	100 ma

●

General Electric's extensive line of cathode-ray tubes is complete as to types and sizes, including:

- *Television types* for all applications, such as the popular 5TP4, 7GP4 and 10BP4 for home receivers.
- *Oscilloscope types* . . . a full range, including Types GL-3BP1-A, GL-5CP1-A, etc.
- *Radar types* from 5 inches to 12 inches in screen diameter, of both electrostatic and magnetic designs.

GENERAL ELECTRIC

176-74-6850

FIRST AND GREATEST NAME IN ELECTRONICS

Double Your Money ON WMT

No gamble! With WMT in Eastern Iowa you sell America's *highest per capita income* group. The lush Iowa market includes one fourth of all Grade A U. S. farmland PLUS prosperous factory income

WMT—the "station of the stars"—covers both these twin markets for you with programs listeners *like!* Ask your Katz representative for details on WMTland's twin markets!

WMT

Cedar Rapids

Basic Columbia Network

5000 watts 600 kilocycles Day and Night Member: Mid-States Group

Sponsor Refuses to Pay, Charging Station Shorted Him a Half Minute

ATTORNEYS for KTOK Oklahoma City are preparing an answer to a suit filed by R. H. Hise, doing business as R. H. Hise Custom Tailors in the Oklahoma capital, charging the station with repeatedly using approximately one-half minute of the time for which Mr. Hise had contracted on a quarter-hour program "for spot announcements for other advertisers, including competitors of the plaintiff, or for advertising promotion of the defendant station. . . ."

The Hise petition, filed in the District Court at Oklahoma City by the law firm of Byrne A. Bowan, asserts that the plaintiff paid to the defendant (KTOK) under terms of a contract entered into May 9, 1946, $3,748.50 and that because "failure (of KTOK) to render full performance was deliberate" the plaintiff "is entitled to recover . . . the full amount paid."

KTOK, although its formal reply to the Hise suit is not yet ready, has indicated through its general manager, Robert D. Enoch, that the Hise action actually was a counter-suit filed to collect all monies paid by Mr. Hise to KTOK after the station had sued him for a balance due on his account.

In a prepared statement Mr. Hise said that the station had brought suit against him in the Common Pleas Court of Oklahoma County, Oklahoma, for $564.30, but explained he had filed an answer denying that he was liable and, further, that he was filing suit in the District Court of Oklahoma County "for $3,748.50 to recover from KTOK everything I had paid under the contract."

KTOK agreed, the Hise petition sets forth, "to furnish plaintiff a broadcast for advertising purposes one quarter of an hour long, from 7:30 to 7:45 each morning, Monday through Saturday, six times a week, commencing May 20, 1946, and expiring May 19, 1947, the program to be known as *Hoosier Hot Shots* (a transcribed feature)."

"Defendant," the petition continues, "did not render full performance of said contract in that it did not furnish plaintiff a broadcast for advertising purposes a full one-quarter of an hour long and in that it used approximately one-half a minute of plaintiff's time, after giving its call letters, for spot announcements for other advertisers, including competitors of the plaintiff, or for advertising promotion of the defendant station itself, the actual dates, times and advertisers being shown on the schedule which is attached hereto. . . ." The schedule listed by days and in considerable detail the alleged violations by KTOK of its contract with Mr. Hise.

In a statement elaborating on details of his attempt to collect the entire amount he has paid to KTOK Mr. Hise said that at the invitation of a salesman for the station he had visited the KTOK studios before his program was aired to listen to a sample of it. "In this sample," he added, "they did not have any station announcements or any other announcements of advertisers. They just told me it was 15 minutes. When I signed the contract, there was nothing said about their using a few minutes of my time at the end of the program for other announcements."

Mr. Hise relates that he "finally told them (the station) to take it (his program) off the air" and continues with his side of the case as follows: "They came down to my office with a statement, figured at a short rate, which included billing for the month of February 1947, and I paid it. The check I gave them was for $931.50, which was the amount of the bill they had submitted to me. They had wrote something on the bill saying that they would give me at no charge announcements or programs until a credit in the amount of $183.50 had been used. Then I looked at my books and found that I had already paid them for February, so stopped payment on the check. By that time I was sick and tired of the whole thing and told them that I wasn't going to pay them the short rate since they had treated me the way they did."

Mr. Hise concludes his statement by explaining that KTOK had then brought suit against him for $564.30, that he had filed an answer denying he was liable for same and that he had also filed suit in District Court to recover the $3,748.50 from KTOK.

W. L. Smith Leaves CKEY For New Calif. Outlet

W. L. (Len) SMITH, commercial manager, CKEY Toronto, has resigned to join KGIL, new 1 kw San Fernando, Calif., station on 1260 kc., in similar capacity. Station expects to be on air by mid-September.

Bob Seal, executive producer of *Truth or Consequences* for past year, joins KGIL as program director. Previously, he was a producer for Ruthrauff & Ryan Inc., Hollywood, and prior to that on NBC production staff, that city. Other personnel announced: Harry Caldwell, agricultural director, previously with KSRO Santa Rosa, Calif.; Harvey Hewitt, previously with KSTP St. Paul, account executive; Jim Wildman, announcer-producer; and Mrs. Lou Loughrey, secretary.

The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY **THE KATZ AGENCY,** INC.

THE SIZE OF THE OUTSIDE* AUDIENCE WILL STARTLE YOU

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Count the people and the dollars in this big, outside audience (where 4,594,009 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets *complete* coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

ONLY DON LEE offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it not only delivers MORE LISTENERS but does so at a LOWER COST PER THOUSAND radio families. (*More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a* DON LEE *station.*)

Watch the reactions of this impressive outside audience when your show's on Don Lee, the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network

Mutual

DON LEE

BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Editorial

Anchor Man

MORE THAN half—59%—of agency executives believe there will be an increase in spot radio business this fall, according to current BROADCASTING TRENDS survey [story, page 13]. This agency panel predicted also a stable and slightly increasing fall business for networks.

They supplied other answers, all pointing the same way—radio business will be good.

This is an interesting but not a surprising conclusion. Over the years we have published hundreds of stories attesting to the success of those who have used radio as their principal media. Many of the nation's greatest business organizations of today owe their success to adroit use of radio. Philco, Bristol-Myers, General Mills, Miles Laboratories, to name a few.

Boom times are past. There has been some talk of a recession, retrenchment, watching the corners. All advertisers are thinking twice before spending the promotion dollar.

That is the way radio likes it. When they look twice they usually discover that for most lines radio is the anchor medium.

Since the war's end the printed media have been putting on the promotional steam. In a way they have flattered radio by imitation, for they are selling "newspaper networks" and "magazine networks" and whatnot. They are using radio's frequency discount innovations. But they can't emulate radio in results, for there's nothing that has the impact and the sales force of the spoken word (unless it be television) when it comes to cost per impressio and intrinsic and calculable return for the invested advertising dollar.

Video Baldys

TELEVISION is having more than its share of growing pains trying to spread program coverage from a one-city to a national basis. The dozen video broadcasters operating, the more than 60 stations under construction or in the blueprint stage, plus another dozen applicants—all are eagerly looking for a network and few are happy about what they see.

Bell System crews are furiously laying coaxial cable across the landscape—4000 miles already in, more than twice as much to be completed by the end of 1948. But special equipment must be added to carry usable picture signals. The best the phone company can promise is four New York-Washington circuits by mid-'48.

The cables and their auxiliary equipment are expensive to manufacture, install and maintain. In its first commercial schedule, which the FCC is asked to put into effect on Aug. 1, AT&T asks $40 per circuit mile a month, plus $750 monthly station connective charges. Class A network lines cost $6 an air-mile a month, plus $75 monthly station connective charges. Contrariwise, NBC charges advertisers $840 for an evening half-hour on its New York station, WNBC. For its New York video station, WNBT, NBC's charge for a half-hour studio telecast is $600.

Small wonder that the video pioneers who put hundreds of thousands of dollars into video transmitters and studios expecting the same kind of network program service in television they have had in standard broadcasting are pulling hair out by the handfull. Radio has been known as the young men's business. If help doesn't come soon, television will be the bald-headed men's business.

No More Munichs

LIKE AN episode plucked from a comic opera *Mein Kampf*, AFM Czar James Caesar Petrillo has started his new war of nerves against radio even before the full impact of the new labor reform laws has been digested. He has used as his sounding board the House Labor Subcommittee which set out to determine how the laws could be tightened to thwart further Caesarian trickery. The hearings wound up last week on an Alphonse-Gaston note, after Jimmy condescended to work out a "deal" with the music schools over their activities.

But Jimmy earlier had told the Committee:

(1) All recording will stop when current contracts expire Dec. 31.

(2) He will terminate musical programs on networks when contracts expire Feb. 1.

(3) He may put AFM in the record-manufacturing business, so the musicians can reap all of the rewards.

Jimmy is looking for another Radio Munich. For peace in these radio times, he wants radio again to knuckle under to his demands for standbys, make-work, welfare funds, and secondary boycotts. He wants this accomplished by acquiescence, so the Lea Act (the anti-Petrillo Bill) and the Taft-Hartley law won't apply.

Will he achieve this? Not if broadcasters, transcribers and record manufacturers demonstrate the kind of courage and fortitude displayed in the anti-ASCAP fight-to-the-finish of eight years ago. Jimmy has even reckoned with that, but he's bluffing because he feels the networks and transcribers (not to mention record manufacturers) won't risk work stoppage.

But Jimmy perhaps hasn't reckoned far enough. For the first time he has forced all in radio to work together. In the past he has worked on the "divide and conquer" technique, dealing first with the networks, then with the transcribers and record manufacturers, and through them, by artful use of the secondary boycott, with independently-owned stations.

Moreover, radio was never in a better position, by dint of the law, public opinion, and now the fortuitous grace of Petrillo himself, to resist his pressures. If radio and the recording arts stand together, victory is certain. If they split—the split that Jimmy is counting upon—the music czar becomes the radio czar—with life and death power over radio and recording.

Petrillo argues that his men can't be forced to work. That isn't a strike, he contends. Broadcasters got along without ASCAP for a year. They can get along without AFM "live" music, if it must come to that. And we venture it won't be for anything like a year. The recording companies always are building up musical backlogs. They can speed up. Two networks have no fetishes against transcribed music.

Most of the network music and the bulk of the transcriptions are made by about 400 top-flight musicians in the key centers. Let them take the time off and clarify their thinking, if need be. The Petrillo threat of going into the recording business, as a union, is nonsense.

AFM is a wealthy union. It has upwards of $4,500,000 in its treasury. It has a welfare fund of nearly $3,000,000. How long would those funds last if strike benefits were paid out to some 3,000 musicians which Jimmy says radio employs? Jimmy knows better than anyone else how a union can commit economic suicide.

Radio is willing to pay and pay well for those musicians it needs. Under the revised laws radio (and recording) is under no obligation, legal or moral, to capitulate to make-work, featherbedding, secondary boycott or welfare fund demands.

The NAB Employe-Employer Relations Committee meets in Washington next week. It has an important work—the most important confronting radio since ASCAP. Its thesis must be unity at all costs—and no more Munichs.

Our Respects To—

VICTOR ADAM SHOLIS

THERE is a strangely apt door sign in the corridor leading to Vic Sholis' offices in Washington's Shoreham Bldg. It reads: "Route of the Burlington Zephyr." it could refer to the train, but then again it could mean Vic Sholis.

The effervescent director of the Clear Channel Broadcasting Service, who has just become director of WHAS and WCJT (FM) Louisville, has one of those irrepressible personalities—and a mind to go with it—that would stamp him for success no matter what his field. He succeeds W. Lee Coulson, retired because of ill health after long and oustanding service.

He was born June 10, 1910, in Glasgow, Scotland, of Lithuanian parents. They moved to Chicago in July 1911—"with me, of course," he adds. He was educated in Chicago schools and was graduated *summa cum laude* by the U. of Illinois in 1931 with a B.S. degree in journalism.

For two and a half years after graduation he worked as a reporter on a community newspaper in Chicago. Then in 1934 he joined the staff of the Chicago *Daily Times*. He hadn't been there a year before he was made political editor, covering not only city and state politics, but also the national conventions in 1936 and the subsequent campaigns.

He travelled with both President Franklin D. Roosevelt and Gov. Alf Landon during the '36 campaign. He later made most of the cross-country trips on the Roosevelt train. During this period Mr. Sholis also was becoming acquainted with Washington, when he was sent there on several assignments for the *Times*.

His first radio experience came in 1937 on WLS Chicago. As political editor of the *Times*, he was asked to speak on Roosevelt's so-called packing of the Supreme Court.

"I took as my subject 'What Abe Lincoln Would Have Thought of the Supreme Court Packing,'" he recalls. "And I received the lowest Hooper ever accorded a human voice on the radio. However, Glenn Snyder holds no ill will toward me." (Mr. Snyder is WLS general manager.)

During the campaigning trips, Harry Hopkins had become acquainted with the keen intelligence of the young political writer, and also was aware of his liberal political views. So when Harry Hopkins was appointed Secretary of Commerce in 1939 he brought Vic Sholis to Washington as his special assistant.

In on many of the big plans and conferences of those days, Vic Sholis soon became known as one of the brighter young men around Washington political circles.

He served throughout Mr. Hopkins' term of office at Commerce and, at the request of Mr.

(*Continued on page 50*)

WHAT'S ON THE AIR

By JULES MAITLAND

Some 20 years now, **KOIN** has been a great force in Portland radio. Now a part of **Marshall Field's** vast enterprises, the station is climbing up radio's success ladder—but fast. Its staff is one of the most capable on the Coast, with the youngest announcer having six years apprenticeship with the station. Its programs are many, including **White Fires of Inspiration, Northwest Neighbors, Koin Klock, the Duncan Singers, Five Star Final** and others. There isn't an Oregonian who hasn't heard the pleasant voices of **Art Kirkham, Marc Bowman, Johnny Carpenter, Duncan Macleod, Bob Henderson, Stan Warwick** and others. Behind the scenes you can find such able men as **Ted Cooke**, program director; **Bill Mears**, production chief; **Owen ("Red") Dunning**, orchestrations; and **Chet Duncan** (beloved to Portland's school kids), who now heads KOIN's famed **Duncan Singers. Harry Buckendahl** manages the station, located in the beautiful New Heathman hotel—and a capable one he is, for is it not he and his staff that conceived one of Portland's finest and noblest radio shows—**White Fires of Inspiration.** It was a big job to tackle, this show of network proportions. But through the production of **Bill Mears**, the original orchestrations of Owen Dunning and the acting of some of Portland's finest radio artists, the show has been a success during its 21-week stay in the 9:30 p. m. slot on Thursdays. Portland radio can be proud of such a program and the station that has the foresight and the courage to inaugurate such an achievement.

BILL MEARS, KOIN's able production chief, molds that station's dramatic show, White Fires of Inspiration at 9:30 p. m. Thursday's. Currently it's Portland's top dramatic show.

THURSDAY BROADCASTS

Kilocycles: KALE, 1330; KOIN, 970; KEX, 1190; KGW, 610; KWJJ, 1080; KXL, 750; KBPS, 1450

Asterisk (*) Indicates Network Broadcast

KBPS on the air 11 a. m. to 4 p. m.

4 p. m.	4:15		4:30	4:45
Lewis* Trio*	Rex Miller; Natl. Biscuit*	KALE	Flit Frolics*	Tune Quis
		KOIN	Young Once*	Todds; News*
		KEX	Dick Tracy*	Tennessee Jed*
		KGW	Stars of Today	Foster News
		KWJJ	Bible Stories	Greak Music
		KXL	Tune Snop	Music to 8 p. m.
			5:30	5:45
		KALE	Capt. Midn… Wander	…
	Sparkles	KOIN	Flann…	…
	King*	KEX	Jack…	…
	George Moorad	KGW	S…	…
	Tin Pan Alley	KWJJ		
6 p. m.	6:15			
Gabriel Heater; Serutan*	Real Stories*	K…		

KOIN

A Marshall Field STATION

PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 48*)

Hopkins' successor, Jesse Jones, served several months under him, too.

In February 1941, Mr. Sholis resigned from the Dept. of Commerce to accept the position as director of the Clear Channel Broadcasting Service with headquarters in Washington. The CCBS had just been formed, for the purpose of "preserving clear channels as a means of providing broadcast service to rural and remote listeners."

His career with CCBS has been distinguished for his nationwide publicity campaign for clear channels before the war and for his much-quoted testimony before the FCC on a number of occasions, particularly during the July 1946 hearings on the Census Bureau Survey. Leading the attack on the survey, he continually stressed the fact that so many rural listeners are so used to a "miserable grade of reception" that they have grown to expect nothing better. In his opinion, "clear" stations are the only means of reaching these rural families with listenable signals. He also brought out the fact that "81.7% of the United States is dependent on clear channel broadcasts for reception at night."

He also testified during Congressional hearings before the war on revision of the Federal Communications law. He expressed the views that he still holds in answering radio's critics. "Radio should aim a little above the cultural level—but not too high," he believes. "I don't think you can enact culture, legislate art or repeal human nature."

Mr. Sholis' testimony has been substantiated by that of ex-Col. John H. DeWitt, technical supervisor of the CCBS, and the man who "shot the moon" with radar for the Army. They shared an office at CCBS Washington headquarters before Mr. DeWitt returned to WSM Nashville as president [BROADCASTING, June 30].

Entering the office, it was difficult to believe that it was the quiet man in the corner who made headlines across the country with his fabulous moon feat, and not the ebullient Sholis who did it. Mr. Sholis' rapid, witty patter would begin before the visitor got past the door, and it flowed on like the brook while the colonel chuckled silently at his desk. Occasionally Mr. DeWitt, one of the most respected engineers in the business, played straight man for a Sholis gag, always with hilarious results. A sponsor looking for a good—but highly unusual — comedy team would do well to look into the Sholis-DeWitt possibilities.

Mr. Sholis' CCBS work was interrupted in January 1943 by the Army. He entered as a private and was assigned to a radio intelligence company, monitoring Japanese military communications traffic. After training with the outfit in various stations in this country, he went overseas in August 1944.

His war service sounds heroic—New Guinea campaign, Leyte and Luzon campaigns in the Philippines, commissioned in the field. He discounts the heroics by explaining that his outfit "always went in on WAC plus 60." He swears he never had a shot fired at him, and tells conflicting stories of his commission. One is that the last officer at the post developed skin rash and as he (Mr. Sholis) was the only first sergeant around, the Army gave him a commission when they sent the officer back to the States.

The other explanation is "politics, pure politics. I was the local ward heeler, and was endorsed by my ward committeeman."

The fact remains that he *was* commissioned, and was separated from the Army as first lieutenant in January 1946, when he resumed his directorship of CCBS.

Now in Louisville, Mr. Sholis plans to return to Washington in mid-August to prepare for the closing sessions of the clear channel hearings, now set for Sept. 15. He has great interest in the Louisville clear channel station, and sees in it a wonderful opportunity for service to the surrounding area.

Married in 1943 to Jane McDonald, his former secretary, his former home was in Arlington, Va., near Washington, but the family is now house-hunting in Louisville. The couple have one son, Victor J., almost 3—"the genius," his modest parents call him. "The genius'" father is a member of the National Press Club; Sigma Delta Chi, journalism fraternity, and the social fraternity, Alpha Chi Rho.

Management

W. J. TOWNER, formerly of KMPC Hollywood, has been named assistant manager and program director of KFBB Great Falls, Mont. He succeeds **LeROY STAHL**, transferred to commercial sales department.

FRED W. BORTON, president of WQAM Miami, Fla., and that station, have been presented with special award by Harvey Seeds Post of American Legion for promoting Americanism. In commemoration of "I Am An American Day," WQAM broadcast naturalization ceremonies from Federal Courtroom.

GUY RUNNION, president of St. Louis County Broadcasting Co., owner of KXLW Clayton, Mo., was featured on editorial page of June 27 issue of St. Louis County Leader. Paper ran picture of Mr. Runnion and reprint of script of his recent newscasts concerning county water company's contract negotiations.

BOB KESTEN, manager of CJBC Toronto, and Mrs. Kesten are flying to Holland July 18 for four weeks trip to revisit scenes of Mr. Kesten's wartime activities in Holland, where he was in charge of a Canadian Army mobile radio station and was connected for a short period with Radio Hilversum.

KENNETH G. BARTLETT, director of Syracuse U. radio curriculum, has announced that the university's experiment in FM radio will continue for at least 90 more days. Formerly WJIV, station will now use new call letters, WAER.

Lewin to Manage KTRE, New 1 kw at Lufkin, Tex.

RICHMAN LEWIN, until recently with the *Lufkin* (Tex.) *Daily News*, has been named general manager of KTRE, new 1 kw outlet in Lufkin which expects to begin operations about Oct. 1.

Mr. Lewin began his radio career with KFDM Beaumont in 1938, moving to KRBA Lufkin as commercial manager and program director in 1939. He remained there until Dec. 1946 when he became advertising manager and promotion director of the *Daily News*.

RADIO PRIME SOURCE ON ATOM INFORMATION

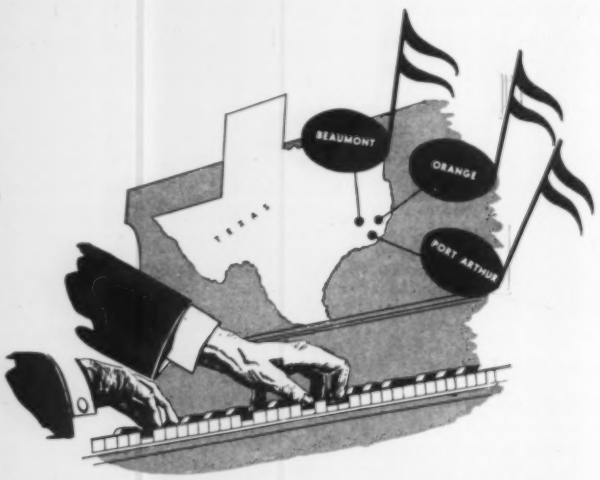
RADIO has been the primary source of the American public for information about the atomic bomb and its significance, a survey made public last week by Cornell U. disclosed.

Results of the survey were contained in a 310-page report titled "Public Reaction to the Atomic Bomb and World Affairs." The report was prepared by a three-man committee working with funds donated by Carnegie Corp. of New York and Rockefeller Foundation.

Those polled were asked three questions by the Cornell researchers: Where would you say that you have gotten most of your information about the atomic bomb? In general, which of these ways of getting information has given you the best idea of how destructive the atomic bomb is? And which of these ways has been most important in helping you make up your mind about who should have the secret of the bomb?

Radio was the most frequent answer to all three questions, with newspapers second. The report added: "As many as 10% of the people . . . have obtained their information about the bomb through only one of these media; most commonly this single source has been radio."

CJCA Edmonton, has issued a booklet "Radio Listening in the Farm Home" based on the findings of a survey made by Elliott-Haynes Ltd., Toronto, for CJCA.



Strike the Master Note!

BEAUMONT TEXAS
KFDM
560 KC
1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.

KFDM strikes the master note . . . covering the three major cities along the Rich Sabine Area of the Gulf Coast! The ONLY major network station which really penetrates this vastly important area, KFDM can get results for you from the ever-circulating 584 million dollar effective buying income this market offers. Yes, KFDM does an OUTSTANDING job of covering ALL THREE!

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS
WTCN ST. PAUL

NOW—WTCN-FM!

ABC . . . plus High-listener locals!

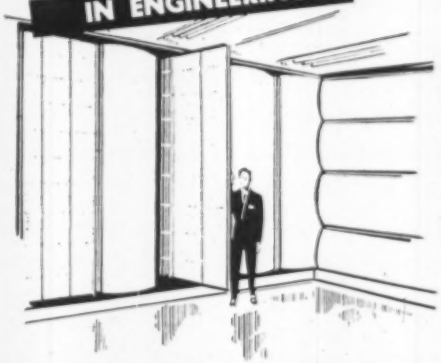
FREE and PETERS
National Representatives

Your Message on KSL is Backed by

25 Years of Broadcasting Leadership

Utah's Centennial Finds KSL Still Pioneering in Better Radio

IN ENGINEERING



One of KSL's finest engineering achievements was the construction of the West's first Polyacoustic studios, which have served as a model for many other stations. Another was the planning and installation of KSL-FM, Utah's First Frequency Modulation Station.

IN STATION POLICIES

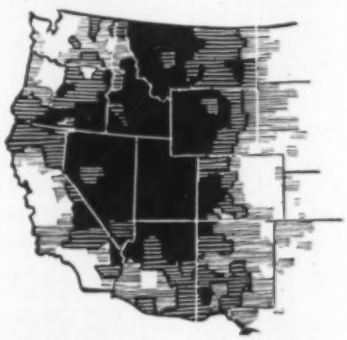
KSL is proud of its high commercial standards and record of community service. The KSL Public Affairs Department, one of the first in any station, has planned many notable program series and special events. Pictured is the KSL broadcasting booth at the U. S. Weather Bureau, one of KSL's earliest services.

IN AWARDS

KSL was the first station in the Intermountain West to receive the coveted Peabody Award, which was presented in 1944 for the Tabernacle Choir and Organ program on CBS. In 1945 KSL's farm program won first place at the Ohio State University conference on radio.

IN PROGRAMMING

"KSL Reports The Washington Scene," with specially recorded talks by Western Congressmen and Washington news is a current example of the high-quality programs constantly being developed for commercial and public service purposes by KSL.



KSL NIGHTTIME COVERAGE
Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

THROUGHOUT ITS 25 YEAR HISTORY, KSL has held a position of leadership in every phase of broadcasting operation. Through its high standards and widespread public service, KSL has achieved great popularity among the 1,391,370 radio families* within its nighttime coverage area. The high percentages of listening reported by BMB attest to this fact.

You, as an advertiser, can take advantage of these facts by making sure that KSL is included in your next radio schedule.

*Broadcast Measurement Bureau, 1946

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.

Amateur Rules

A RULES AMENDMENT liberalizing eligibility for Class A amateur radio operator's license was announced by FCC last week, effective at once. Henceforth any U. S. citizen who at any time in the past has held an amateur operator's license for as much as a year will be eligible to apply. The rule previously required the applicant to have held a license for a year or more within the five years immediately preceding his application.

CFRB Asks 1010 kc

CFRB Toronto has applied for use of 1010 kc with 10 kw power, it was revealed at the Parliamentary Radio Committee hearings at Ottawa. This is the first intimation that CFRB is contemplating moving to another frequency following notification that its 860 kc clear channel is to be taken over by CJBC Toronto, for its new 50 kw station. Subject of this appropriation by CBC for its second Toronto 50 kw station has been before the Parliamentary Committee since last year. William Caton of Radio Branch, Dept. of Transport, Ottawa, told the committee on June 26 that CFRB has applied for 1010 kc, now used by CJBC, and that the CFRB brief is now being studied from a technical standpoint for assignment under the Havana Treaty.

WPAT AIDS ARMY RECRUITING

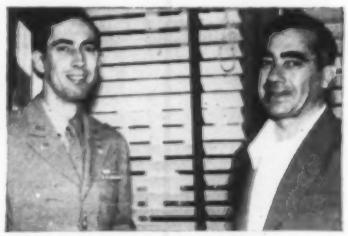
Beauty Contest, Sponsored in Cooperation With 27 Newspapers, Stirs Interest

SERIES OF BROADCASTS conducted for the second time in two years by WPAT Paterson, N. J., to aid the Army Recruiting Service won for James V. Cosman, WPAT'S president and former Navy commander, a citation from the First Army.

WPAT's efforts on behalf of the Army recruiting drive were centered around a broadcast series entitled "Miss North Jersey Recruit Contest." The contest—to select North Jersey's prettiest girl—was conducted with the cooperation of 27 daily and weekly newspapers of northern New Jersey and culminated in a "Night of Heroes" celebration attended by more than 4,000 people.

Under guidance of WPAT and their local newspapers, various communities staged "heroes' nights" of their own at which local "Miss Recruits" were chosen. The local winners became eligible to enter the finals at the Armory. To the winner of the "Miss North Jersey Recruit" title went a contract from the Conover Model Agency and to the U. S. Army dozens of new recruits from northern New Jersey.

The citation given to Mr. Cosman was signed by Lt. Col. Frank B. Chapman, district recruiting officer, on behalf of the Military Personnel Procurement Service of the First Army. It praised Mr. Cosman "especially for his unstinting donation to the recruiting agencies of the area of radio time and the services of station personnel."



ARMY CITATION goes to a former Navy commander, James V. Cosman (right), president of WPAT Paterson, N. J., for his "patriotic cooperation in aiding the Army Recruiting Service, particularly by his efforts as civilian chairman of 'Miss North Jersey Recruit Contest.'" Presenting citation to Mr. Cosman is Capt. Frank J. Byron (l), Paterson recruiting officer.

Du Mont Lists Prices

TELEVISION type cathode-ray tubes are priced at $23.25 for a 7-inch model, $69.75 for a 12-inch, $129.50 for a 15-inch and $270.00 for a 20-inch tube in a new price list issued by Du Mont Laboratories, effective June 30. List also covers other types of tubes and instruments on which "a few prices have been reduced and many prices have been increased," according to G. Robert Metzger, manager of technical sales for the company. Mr. Metzger explains in a letter accompanying the new list that Du Mont had maintained prices since well before the end of the war in spite of increased labor and material costs, but "this condition cannot continue indefinitely and the change thus indicated has been made." Concurrently, Du Mont has assumed the cost of transportation of its equipment to its customers.

KWRN, now under construction at Reno, Nev., is scheduled to join the ABC network when it goes on the air about Sept. 1.

WHBQ We Have Bagged Quetzals*

MEMPHIS

* Quetzal—According to Webster this bird is worshipped in some countries as "God of the Air." W. H. BEECUE

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

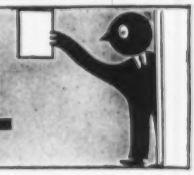
All radio stations worship listeners. WHBQ not only has the listeners but also the "Know How" knack of programming and promotion to change these listeners to buyers of your product. Write, wire or phone for availabilities.

Represented by

RAMBEAU

New York • Chicago • Hollywood

COMMERCIAL



ERNEST WATSON, former commercial manager of WJXN Jackson, Miss., has joined commercial department of WJQS, new station in Jackson which went on the air June 29. Mr. Watson previously was with WJDX Jackson, and with newspapers in Mississippi, Louisiana and Texas. His wife, THERESA WATSON, who for two years was office manager for WJXN, has resigned to become publisher and advertising manager of This Week in Jackson, weekly magazine.

ROBERT W. STANDART, account executive at WBAY Coral Gables, Fla., has been appointed commercial manager of that station, succeeding the late NORMAN MacKAY, who was killed recently in an airplane crash [BROADCASTING, June 9]. Mr. Standart, Navy veteran, previously was program director at WIRA Fort Peirce, Fla., and at one time was with WCAR Pontiac, Mich., WJLB and WJBK Detroit.

Mr. Standart

MALCOLM O. O'MARA, veteran in representative field, replaces WILLIAM CLARK, who resigned as manager of New York office of Clark & McGeehan, station representatives. Firm name changed to McGeehan & O'Mara.

BOB WESSON, local and ABC Spot Sales representative at KGO San Francisco, has resigned to become national sales manager of KHQ Spokane. He has been replaced at KGO by TOM DAVIS, formerly of KSAN San Francisco.

IDA MARIE McDONALD has joined KOA Denver, replacing JO ANNE VAN CISE, resigned, as traffic assistant.

ANN KALINYAK has joined WARD Johnstown, Pa., as traffic manager.

EARL RUTLEDGE, for more than a year account executive of KGER Long Beach, Calif., has been named sales manager of station. Prior to joining KGER, Mr. Rutledge was director of WIBC Indianapolis Artists Bureau.

Mr. Rutledge

FREEMANTLE OVERSEAS RADIO Inc. has been appointed exclusive U. S. and British representative for the four stations of Emissoras Unidas, Sao Paulo, Brazil.

PAUL McCLUER, sales manager of NBC Central Division, will talk on sales side of radio at NBC-Northwestern U. Summer Radio Institute July 25.

JOAN SALMON, recent graduate of U. of Chicago, has joined auditing department of KGO San Francisco, replacing CLAIRE SINGLEY, resigned.

EDWIN BOWSER has joined the sales staff of CKGB Timmins, Ont.

JAMES ROBERT SMITH has joined WTNB Birmingham, as account executive.

ADAM J. YOUNG, Jr. Inc. has been appointed as national representative for WJMO Cleveland.

LORNE McLEOD, sales staff of CJOC Lethbridge, has been awarded the Distinguished Flying Medal. He served with RCAF as a flying officer during the war, and has been with CJOC since late 1945.

LARRY NUSS, member of sales staff of WDGY Minneapolis, is the father of a boy, Randall Edward.

DON LAWRIE, former sportscaster of CJKL Kirkland Lake, Ont., has transferred to the sales staff.

COMMERCE DEPT. reports May retail sales valued at $9,275,000,000, 17% increase above last year.

In The Public Interest

Ball Club Supporters

WHEN the Clovis, N. M., baseball team, the Pioneers, were deep in the season with only 9 wins and 50 losses to their discredit, KICA Clovis, decided to honor the players with a city-wide breakfast. The breakfast was broadcast and 250 citizens attended. R. B. McAlister, KICA's manager, introduced players, praised them and razzed them. The players in turn made apologies and before the end of the breakfast, the listeners indicated they would support the ball club in a big way. The Pioneers responded to the "lift" and began playing real baseball, winning by wide margins and loosing by small ones. To keep support and interest at a high pitch, KICA urged a motor caravan to accompany the team on a recent 100 mile trip. The team was escorted by 50 cars with great enthusiasm and fan-fare, station reports.

* * *

All Out for Safety

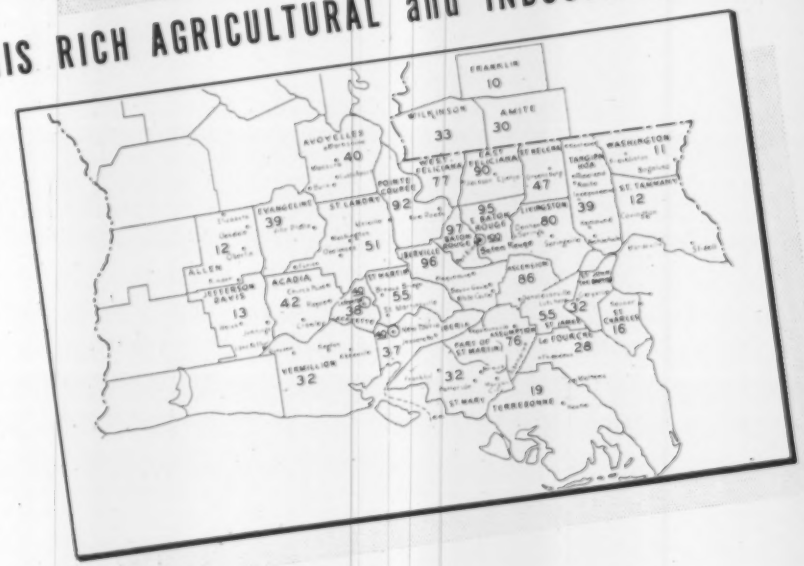
DESIGNED to help cut down Virginia's large traffic death toll, a safety campaign has been started by WRVA Richmond, in cooperation with the JCC and Richmond Police Dept. A safe driver is selected daily by traffic captain and announced by William R. Wilson on his 6:06 p.m. commentary. The driver receives two permanent awards: License tag attachment saying "Jaycee Safe Driving Award," and a pocket-sized safe-driver card award. Each Sunday, 10-10:15 p.m., WRVA presents a safety drama written by its continuity department. Once a week a ten minute recorded broadcast titled "Scout Car 47" is aired, emphasizing hazards of traffic violations. Plans are being made in which WRVA will do numerous special events in connection with the safety programs both in Richmond and Norfolk.

* * *

Stamps for Veterans

RARE and unusual stamps, over 36,000 in number, 125 albums and a wide selection of philatelists tools and equipments poured into KNX Los Angeles, as a result of a two week campaign to make available to wounded veterans the therapy of stamp collecting. The listeners responded to public service announcements broadcast on KNX and stamp tongs, watermark detectors, and perforation gauges were turned over to regional office of "Stamps For The Wounded," a volunteer organization. Saul S. Scher of the organization, interviewed by Nancy Holme, KNX director of public relations and education, on a special broadcast June 12, accepted the gifts on behalf of the veterans.

BMB PROVES **WJBO** Completely Blankets THIS RICH AGRICULTURAL and INDUSTRIAL MARKET



This BMB chart graphically shows WJBO's primary area of most intense coverage. It comprises greater Baton Rouge, with a population of 113,000 and thirty-two of Louisiana's wealthiest and most productive parishes, which have more than 80,000 radio families.

Here's Why You Can't Afford to Overlook

WJBO and BATON ROUGE

- ONLY WJBO brings NBC Programs into this lucrative market!
- PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!
- BATON ROUGE is the heart of Louisiana's most intense concentration of great industries.
- THE PORT OF BATON ROUGE is the fourth largest GULF PORT in tonnage.

NBC AFFILIATE

WJBO

1150 ON YOUR DIAL — 5000 WATTS DAY AND NIGHT

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South

Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE

Represented nationally by
GEORGE P. HOLLINGBERY COMPANY, LOS ANGELES & SAN FRANCISCO, CHICAGO, NEW YORK, ATLANTA

Satisfaction is the Key to Lingo Progress

"...and that, Gentlemen, puts you in a class by yourselves!"

"... in our dealings you have done what you said you were going to do — when you said you were going to do it — at the price originally stated..."

—James L. Howe
President & Manager
Station WCTC
New Brunswick, N. J.

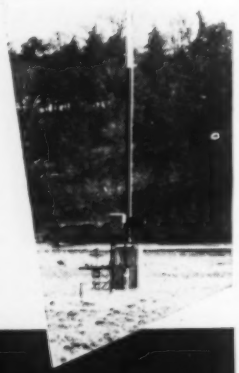
LINGO
Vertical Tubular Steel
RADIATORS

These Big 6 "Extras" at No Extra Cost Recommend Your Consideration of Lingo

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location power and frequency proposed.



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

NEWS

FRANCIS E. (Pete) WINTER, formerly with City News Bureau, Chicago, has joined newsroom of KGO San Francisco. He replaces **ED FRISBIE,** resigned. Also joining KGO news staff is **TOM BARBOUR,** former news editor of radio division of the AP in San Francisco. He replaces **FRANCES KRAUSS,** resigned.

BERNIE BRACHER, former sports director for WSUI Iowa City, has joined KSO Des Moines.

CHIEF BENDER, former pitcher with Philadelphia Athletics baseball club, made his debut as radio sportscaster on WFIL Philadelphia, June 30. Sponsored by Bantam Beer Distributing Co., that city, distributors of Goebel Beer, he is heard Mon.-Fri. 11:15-11:20 p.m. on "The Goebel Sports Reporter."

MOE SPIEGEL has joined WARD Johnstown, Pa., as coordinator of local news.

GEORGE T. CALLISON, formerly with KVOA Tucson, Ariz., has been appointed director of news and special events at WRNY and WRNY-FM Rochester, N. Y. Mr. Callison also was with WXYZ Detroit, and WJTN Jamestown, N. Y.

DONALD EUGENE BROWN, news editor of WHO Des Moines, will join U. of Illinois School of Journalism staff in the fall as assistant professor.

DAVE DRISCOLL, WOR New York, news and special events department head, left with Mrs. Driscoll last week for combination business and vacation trip to Europe. They are due to return Aug. 14.

CLIFTON UTLEY, NBC commentator, will leave Chicago July 24 for five-week tour of several European countries, flying from New York to London on July 25. Countries included in itinerary are occupied Germany, Austria, Switzerland and France. He will travel as an accredited NBC foreign correspondent. Mr. Utley received the Sigma Delta Chi medallion award June 30 for radio newswriting.

Hot News

A MAN who recently had the airwaves burning is Connie B. Gay, agricultural commentator at WARL Arlington, Va. During his July 3 noonday show, which was an inaugural broadcast from his new "Radio Ranch" on North Lincoln St., Mr. Gay interrupted his commentary with a bulletin that, "Something's burning around here, folks." The transformer in the power supply unit beneath his desk had caught fire and smoke was billowing around the ranch studio. He signalled the engineer back at the station to fill in with music, and while a recording of "Smoke, Smoke, Smoke" played, Mr. Gay dashed from the "ranch" to the studio to continue his show.

HUBERT W. KREGELOH, news analyst for WSPR Springfield, Mass., is the author of an article titled "Red Fascism Is a Menace," which appeared in July 3rd edition of "The Western Massachusetts Veterans' News."

GEORGE HICKS, ABC commentator, received citation from Queens County, New York, Grand Jurors for his May 17 broadcast of "A GI Gun." Group is concerned with prevention of use of souvenir fire arms in crimes of violence.

JESSE MASS, former director of Time Magazine's news program, "Time Views The News," has joined ABC news and special events department as staff writer, replacing **JOHN DUNN,** resigned.

GEORGE CARSON PUTNAM, MBS news commentator, was recovering last week from heat prostration, after collapsing on street in New York, July 1.

GEORGE THOMAS FOLSTER, NBC correspondent in Tokyo, has been elected president of Tokyo Correspondents Club.

BILL SEARS, WPEN Philadelphia sports director and writer of six one-act plays, has completed his first novel, "High Infidelity," a satire on radio.

GENE MEYER, of farm news department of WHO Des Moines, and Maxine Mallory, were married June 1.

CLIFF HARRISON has been appointed sportscaster of CJKL Kirkland Lake, Ont.

JAMES E. GAVAGAN, former legislative reporter with UP in Albany, N. Y., has been named news editor of WTRY Troy, N. Y.

BOB COOKE, radio chief of Veterans Administration, Denver Branch Office, has resigned to join KMVI Wailuku, Hawaii, as news editor, music director and public relations head.

CHUCK HEALY, former coach and supervisor of physical education at Poughkeepsie, (N. Y.) High School, has joined WKIP-WGNY Poughkeepsie, as director of sports.

Honors Employes

TEN EMPLOYES of NBC's Washington office were inducted into the NBC Ten and Twenty Year Clubs, July 8 at a dinner at the Statler Hotel, Washington, honoring employes who have completed 10 or 20 years continuous service with NBC. Those inducted into the Twenty Year Club included: Virginia Pattison Birgfeld, Dorson Ullman, William Chew and Nicholas Fugazzi. New members of the Ten Year Club are: Walter Godwin, John Hogan, John Rogers, Harold Thomason, Madeleine Day and George Y. Wheeler.

Moore Inherits

DAVE MOORE, of WBBM Chicago publicity department, has received a check covering his 1/112 share in the estate of a distant cousin whom he had never met. Letter accompanying the check explained: "The property consisted of one piece of real estate which was required to be sold to pay debts and the enclosed check is your 1/112 of the remainder." The fortune — something to be sneezed at, you might say—amounted to $4.94!

341
Three For One

TURN TO PAGE 32

More Money Recommended for CBC

Full $2.50 License Fee Would Wipe Out Deficit

A RECOMMENDATION that Canadian Broadcasting Corp. receive full $2.50 annual listener license fee, was made to the House of Commons, Ottawa, by Ralph Maybank, chairman of Parliamentary Radio Committee, on July 4. Currently CBC receives $2.15 of annual license fee, remainder going to collection and administration costs. Recommendation would add $630,000 to CBC revenue annually, allow CBC to operate without a deficit and without curtailment of services.

Hearings of the committee during the last week of its sessions included cross-examination of D. A. Dunton, CBC board chairman, and Dr. A. Frigon, CBC general manager, on finances, expansion plans, use of frequencies, second French network, possible CBC publication like BBC's *The Listener*, and hearing W. W. Murdoch, Toronto, Canadian executive of AFM.

In dealing with finances, CBC executives pointed out that CBC could increase its commercial revenue by the sale of spot announcements, "but we do not think it is the type of broadcasting we are supposed to carry out . . . "

Report Tabled

MAJORITY REPORT making a series of recommendations, including one for increased license fees for Canadian independent stations, was tabled by the Parliamentary Radio Committee at Ottawa July 8. Other recommendations in the tabled report were: Granting of station licenses on three-year basis, lifting of 5-kw power ceiling, holding of public hearings by CBC board of governors, speedup of CBC expansion and a second French network, use of more live talent by independent stations, stricter CBC review of independent stations' public service activities, immediate granting of television experimental licenses to private interests, dropping of ban on multiple station ownership and discrimination against newspapers applying for stations, granting of FM licenses to any qualified applicants, no fundamental changes in radio legislation. Recommendations of the Canadian Assn. of Broadcasters and the Canadian Daily Newspaper Assn. for an independent quais-judicial tribunal were turned down.

Question of listener publication was thoroughly discussed in connection with estimates of $193,000 for CBC press and information department. CBC told committee subject had been thoroughly studied and could not be presently financed.

Dr. Frigon pointed out that the cost of a second French network was too high for the CBC's budget.

Regarding the present and future expansion plans, he stated that "the expansion program as it stands now is a plan to allow us to reach listeners almost anywhere in Canada through those stations that are part of the Trans-Canada network.

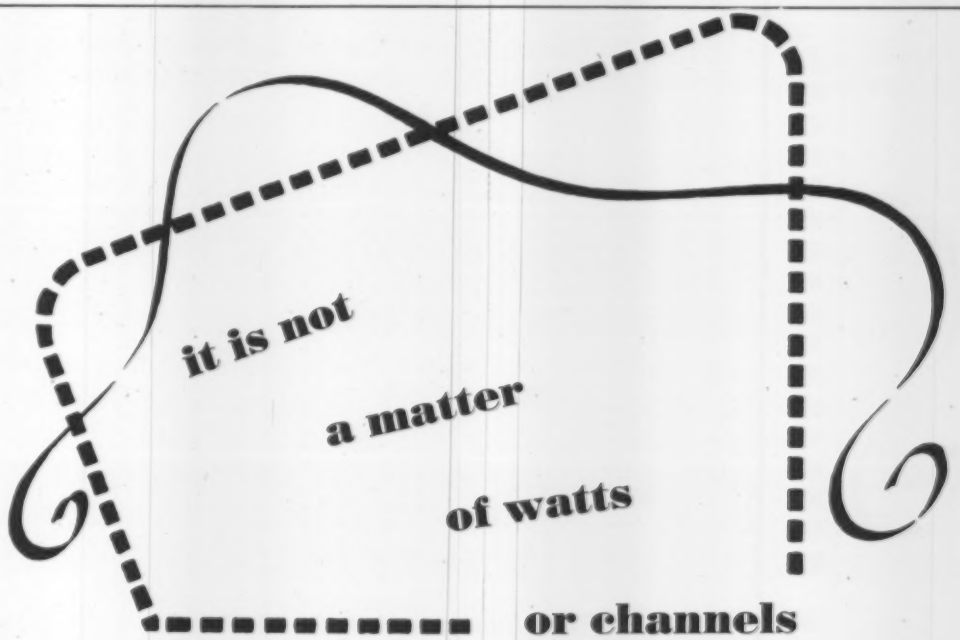
AFM Executive Murdoch strongly defended Petrillo, castigated the private stations for not using more musicians, asked that use of transcriptions be limited, and complimented CBC on its use of live talent. Asked about U. S. legislation against Petrillo, Mr. Murdoch is reported to have answered: "If any MP (member of Parliament) ever proposed some of the damnfool legislation proposed in Congress, he would be laughed out of Parliament."

'Magnificent Job'

He emphasized that the CBC was doing a magnificent job except that it was "rather benevolent" with private stations on the matter of broadcasting recordings. "The great bulk of the private stations just want to bleed their franchises for everything that's in it without any contribution to the development of musicians," Mr. Murdoch stated. He singled out CFRB and CKEY in Toronto, and CHML Hamilton, for their employment and encouragement of live talent.

There are 31 locals of AFM in Canada with 10,000 members. He refused to say whether AFM in Canada will charge dual rates for programs being used simultaneously on AM and FM stations. Canadian locals would receive $74,000 out of royalty payments from recordings, which would be spent on free concerts, Mr. Murdoch told the committee. For transcriptions for radio stations made in 1946, the Canadian branch of AFM receives $19,000 in royalties, none of which has been touched yet.

Canadian Association of Broadcasters sent a telegram to the Parliamentary Radio Committee on the last day of its sittings, July 3, pointing to what it thought were incorrections in rebuttal briefs filed earlier by Messrs. Dunton and Frigon of CBC, pointing out that CAB stations were not consulted in advance of international radio conferences, that proposed impartial judiciary tribunal have handling of all radio matters in Canada and should be along lines of FCC, that CAB brief was concerned with freedom of expression on the air.



or height of antenna...It's
PEOPLE who listen and buy.
People are KTSM's specialty.

KTSM
EL PASO, TEXAS

NBC

GEORGE P. HOLLINGBERY CO., *National Representatives*

AGENCIES

DAVID W. STALLARD has resigned as secretary of H. B. LeQuate Adv., New York, after 12 years as an account executive with the firm, specializing in grocery product advertising and has joined George P. Buente Inc., New York, in similar capacity.

GEORGE WEISSMAN, general manager of Lawrence Boles Hicks Inc., New York, has been named director of media for the agency.

J. M. HICKERSON Inc., Cleveland office, has moved to new and larger quarters on fifth floor of Bulkley Bldg., 1501 Euclid Ave.

WALTER GORMAN, recently appointed head of production for Kenyon & Eckhardt, New York, has resigned effective immediately. His successor has not yet been named.

JAMES THOMAS CHIRURG Co., New York branch, now located at 342 Madison Ave., will move to larger quarters at 48 East 43rd St. on Sept. 1. They will take over entire fifth floor.

WILLIAM G. McNULTY, former account executive with T. R. Bauerle Adv., Chicago, has joined A. Linn Addison Adv., Chicago, in similar capacity.

HARLOWE ROBERTS, vice president and general manager of Goodkind, Joice & Morgan, Chicago, will address students of NBC-Northwestern U. Summer Radio Institute July 16, on radio salesmanship.

CARL F. GRETHER, former vice president and art director of recently dissolved Shaw-LeVally Inc., Chicago [BROADCASTING, July 7], has opened own studio at 4 E. Ohio St., Chicago.

F. B. RYAN Jr., president and **L. G. FRIERSON**, vice president of Ruthrauff & Ryan, New York, have left for England to study conditions abroad in connection with anticipated expansion of the agency's operation in that country.

SMALLEY, LEVITT & SMITH, Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

PEDLAR & RYAN, New York, is contemplating talent and properties for a fall program to be sponsored by Procter & Gamble's Camay soap. Product sponsored Hedda Hopper last season. No radio time has been bought and program may not start until October.

FAIRFAX M. CONE, chairman of executive committee of Foote, Cone & Belding, Chicago, has been appointed head of public relations committee of Community Fund campaign this fall. Committee's executive group includes about a dozen other advertising men, among them **HARLOW ROBERTS**, vice president and general manager of Goodkind, Joice and Morgan, Chicago and **STUART DAWSON**, radio director of FC&B.

JOHN L. McQUIGG, vice president of Geyer, Newell & Ganger, New York, has been named manager of agency's Detroit branch. He continues as agency group director, supervising Nash, Kelvinator and Leonard refrigerator accounts.

DEANE WEINBERG Jr., recently released from the Army, has joined production staff of Brisacher, Van Norden & Staff, San Francisco.

BILL MANHOFF and **LEN HOLTON** are writing weekly CBS "Arthur's Place" for Kenyon & Eckhardt Inc., agency servicing Borden Co. account.

DON CLARK, on production staff of BBDO Hollywood, for past two years, resigns effective Aug. 15 to freelance. He will continue for agency to produce "Let George Do It" sponsored by Standard Oil Co. of Calif. on Don Lee Western stations.

SHERMAN & MARQUETTE discontinues Hollywood office July 26.

LEWIS J. C. SPRUANCE, former vice president of John H. Riordan Co., Los Angeles, has joined Lindeke Adv., that city, as account executive.

JOHN O'ROURKE & Assoc., San Francisco, has moved to new offices at 364 Bush St. **EDWARD J. (Ned) BURNS**, formerly of Bacon & Lawrence Adv., San Francisco, has joined staff as account executive.

HAROLD GRAINGER, formerly with California Wine Advisory Board, has joined San Francisco office of Brisacher, Van Norden & Staff as field representative and merchandising counselor.

HARRIET LONGBRIDGE, formerly with State Steamship Co., has joined Mac Wilkins, Cole & Weber, Portland, Ore.

HAL MOORE, formerly with Oregonian, Portland publication, has established Acme Adv. Agency, that city.

MARVIN IRA RUDWICH, former vice president of Edelbrew Brewery, in charge of sales and advertising, has joined Kaplan & Bruck Adv., New York, as vice president.

WARNER S. SHELLY, vice president of N. W. Ayer & Son, has been appointed chairman of public relations committee for forthcoming 1948 Community Chest campaign in Philadelphia. He served in like capacity last year.

RUPERT THOMAS resigned as a vice president of the G. M. Basford Co., New York, effective July 1. No future plans announced.

GENE CUNY, former assistant stage manager of Radio City Music Hall, New York, has joined the radio department of Wilhelm-Laughlin-Wilson and Assoc., Houston.

JOHN LUCAS, formerly in ABC Hollywood promotion, has joined Hunter Adv., Los Angeles, as account executive and publication relations director.

DEAN SIMMONS, owner of Dean Simmons Adv., Hollywood, is on a three week business trip to Utah, North Dakota and New York.

SHOWALTER & SINGER Inc., Hollywood, has discontinued offices and **DAVID R. SHOWALTER**, vice president of agency, has joined Klitten & Thomas, that city, as account executive.

ASSOCIATED ADV. Agency, Los Angeles, has moved to larger offices at 2624 West 6th St. Telephone: Drexel 2966.

STUART HEINEMANN, production manager of Allied Adv. Agencies, Los Angeles, and Jane Fellows were married July 5.

SAMUEL C. FULLER, director of radio for Sherman & Marquette Inc., Hollywood, has resigned, effective July 26.

GEORGE C. HOSKINS Assoc., Chicago, has discontinued Hollywood offices.

JOAN RICHMOND, freelance copywriter, has joined Robert B. Raisbeck Adv., Hollywood.

TYLER G. GREGORY, formery on production staff of A & R Agency, Los Angeles, has joined Barton A. Stebbins Adv., that city, in similar capacity. **NEIL M. ELLIOTT**, former copy writer of McCarty Co., Los Angeles, also has joined agency in that capacity.

MARTIN L. GARVEY, account executive of Adv. Inc. of Washington, Washington, D. C., has been appointed head of agency's radio production department.

CURTIS DEAN, formerly of Cinema Arts Inc., Hollywood art service, has joined Atherton & Co., that city, as production manager and art director.

THEODORE FISCHER, former account executive with Wade Adv., Chicago, has joined Christiansen Adv., Chicago, in similar capacity.

GEORGE ROESLER, staff member of Taylor-Howe-Snowden Radio Sales, Chicago, resigns Aug. 21 to join Henri, Hurst & McDonald, Chicago, as chief timebuyer and assistant to **W. E. JONES**, radio director.

VEDA CLARK, formerly with Vogue Magazine, New York, has joined copy staff of H. B. Humphrey Co., New York.

HAROLD ISAACS, former partner of Strimban & Isaacs, New York art service, has joined Schacter & Fain, New York, as an account executive.

Gen. Melasky Appointed Agency Assn. Director

MAJOR-GEN. HARRIS M. MELASKY, retired, has been appointed executive director of Southern California Advertising Agencies Assn. according to announcement by David R. Fenwick, organization president, and executive vice-president of Dunn-Fenwick & Co., Los Angeles agency.

The association, a trade organization of more than 60 advertising agencies in Los Angeles area, was formed six months ago to improve advertising trade practices and relations.

They Say...

"FROM all four networks comes a continuous flow of timely public-interest broadcasting. . . . There are at present 150 such programs. If you are a critic of radio, it is your duty to familiarize yourself with these 150 cultural programs and to ask your local station owner which of them are available to him from his network. You will probably find that everything you desire is piped to his station, but that he does not use it because it yields no revenue. Then you must exert organized pressure to secure the broadcast of available programs which will give your listening day its proper cultural balance."

From "Let's Be Fair to Radio," an article by Hartzell Spence in current issue of The Pacific Spectator.

* * *

"THE DANGER of newscasting is that the pressure of routine can lead to a retarding of 'mental growth,' a danger which can be overcome by constant study of all views of all subjects, so that preparation for any newscast is always being made. It isn't obvious, but it adds to the broadcast as a harp, without being obtrusive, adds to an orchestra."

Clifton Utley, NBC commentator, in an address to students at the annual NBC-Northwestern U. Summer Radio Institute.

* * *

"NOW I COME to the White bill, a monstrous document which is to amend the communications act of 1934 and the like of which has not been seen even when the FCC was seeking to tighten its control over radio. The White bill outdoes the wildest imaginings of those who wish to destroy broadcasting as an industry and to nationalize existing networks and stations. . . ."

Columnist George E. Sokolsky writing in the June 20 New York Sun.

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry
Oldsmobile

Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC ★

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

★ People's Choice

ALLIED ARTS

ROBERT K. DIXON, formerly with Submarine Signal Co., an affiliate of Raytheon Mfg. Co., Waltham, Mass., has been appointed new production manager of broadcast equipment in Raytheon's commercial products division. Mr. Dixon has been with company since 1942 and previously was with CBS and WJAC Johnstown, Pa.

LEO P. PAMBRUN, former manager of radio advertising with Stewart-Warner Corp., Chicago, has been appointed director of advertising, sales promotion and public relations for Majestic Radio & Television Corp., Elgin, Ill. He will supervise promotions on radio, records and television.

Mr. Pambrun

TURNLEY WALKER, former associate director of information of Committee for Economic Development, New York, has joined Young & Faught, New York, public relations consultants. Young & Faught, formerly located at 4 East 53rd St., has moved offices to 342 Madison Ave.

HARRIS SAMONISKY, former newspaperman and publicist, has joined Mark Larkin, New York public relations and publicity counselor. Mr. Samonisky served on the Swedish tercentenary commission under appointment by the late President Roosevelt.

DAVE TITUS has joined The Bemis Co., Hollywood live and transcribed program packagers, as director of "Mystery Is My Hobby" and "Deadline Mystery."

JOHN A. DOVE has been appointed sales manager of radio department of Stromberg-Carlson Co. Ltd., Toronto. He has been in radio for past 25 years.

FRED H. FIDLER, president of Cine-Television Service Studios, New York, has been appointed director of special services of Research Institute of America, in charge of new program which will extend Institute's activities into field of employe relations. Mr. Fidler coincidentally announced suspension of his video programming and film distribution operations.

JIMMY McHUGH Jr., head of Music Corp. of American London office, has been elected a vice president of subsidiary MCA Artists Ltd. Associated with firm since 1938, and currently in Beverly Hills, Calif., he returns to his London post during early August.

RALPH WONDERS, vice president and West Coast manager of General Artists Corp., has resigned to become personal manager of Spike Jones, band leader.

Will Sue Lever, CBS

LEVER BROS. and CBS will be codefendants in $150,000 plagiarism suit [BROADCASTING, June 30], soon as former takes over *My Friend Irma* Aug. 18. Suit was brought by Arthur Kurlan, writer-producer, and concerns his alleged submission of similar idea known as *My Sister Eileen* preceding packaging of program by network.

KHOZ Aids Family

A GOOD NEIGHBOR gesture paid off with good will for KHOZ Harrison, Ark., recently. An explosion and fire destroyed the home of a Harrison family in which the father had been in a state hospital for ten years, and the added financial strain was considerable. The station stepped in, and in cooperation with the Junior Chamber of Commerce, staged a two-hour radio jamboree which raised $1,400 in cash and over $500 in merchandise for the family.

Radar Licenses

FCC ISSUED a warning last week that licenses are required for operation of "all apparatus, including radar, which is to be used for communication or transmission of signals or energy by radio." The warning, FCC explained, was prompted by the "Current sale of surplus radar and other electronic devices capable of radio emissions."

The Commission said apparently "some firms, organizations, and individuals purchasing released wartime radio transmitting devices have a mistaken idea that they can operate them without further ado. It asked retailers to cooperate by tagging such equipment with a warning, obtainable from FCC, that unauthorized operation may lead to a $10,000 fine or two years imprisonment, or both.

Studio Space

CHANCES of turning Earl Carroll's Hollywood Theatre-Restaurant into a radio studio are currently being considered by showman. Meeting has been held between representatives of four networks and himself to explore potential if he decides to close his Sunset Blvd. night club Aug. 31 as announced earlier. Several regional and network programs already use facilities for daytime broadcasts.

STATIONS of Northern Broadcasting & Publishing Co., Timmins, Ont., have been granted licenses to operate FM stations. All will be 250 w FM transmitters, with CHNB North Bay (CFCH AM) and CHKL Kirkland Lake (CJKL AM) using RCA equipment, and CKRT Timmins (CKGB AM) and CKEX Peterborough (CHEX AM) using General Electric equipment.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

TEMPO RECORDS Co. of AMERICA, Hollywood, has announced use of heat-sealed cellophane wrappers for its records to feature quality of recordings and point up harm to records through dust. Wrappers are appropriately imprinted to advise public of value of their use.

HERB GORDON, program producer-manager of World Broadcasting System, switches over to Decca Records where he will work with **DAVID CAPP,** vice president, in charge of handling artists and repertoire in addition to continuing as program producer-manager with WBS.

RUDOLPH FRIML Jr., band leader and son of noted composer by that name, has been packaged as a disc m.c. and is being offered to advertising agencies and prospective sponsors.

BOB HENDRICKS, formerly of NBC Hollywood recording department, is in New York to join Broadway production of "Oklahoma" in starring role of "Curley."

ROBERT MORTON, assistant supervisor of transcription department in NBC Central Division, is the father of a girl, Susan Ann.

IT'S "OILY" TO BED IN PETROLEUM (Ky.)!

We're not trying to grease the skids for Petroleum (Ky.) The people there are probably healthy, wealthy and wise. Well, *healthy*, anyway! But the point is—when you buy radio in Kentucky, you either pay for listeners in towns like Petroleum, or you don't. On WAVE, you don't. You pay *only* for the Louisville Trading Area, and you get more buying power than in all the Petroleums *combined*. Shall we "drum" up some business for you, in and around *Louisville*?

LOUISVILLE'S WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

PRODUCTION

PAUL M. FRAILEY, veteran of 15 years' broadcasting experience, recently in charge of radio for Southeastern Pennsylvania Chapter of Red Cross, has been named production manager of WFIL Philadelphia. He fills vacancy created by promotion of JOHN D. SCHEUER JR. to director of program operations. Mr. Frailey previously maintained his own radio production agency and in 1944 directed radio activities of National Community Chest drive, handling its Philadelphia radio appeals for five years.

GEORGE ALLEN, director of CBS Pacific network programs, has become commercial program manager of KNX Hollywood and CPN programs, with elimination of station program manager function. MAURIE WEBSTER, assistant production manager of CBS Western division, becomes executive assistant to Mr. Allen, in charge of administrative detail and overseeing announcer and assistant director staffs.

WILLIAM E. OTTO, pianist, joined staff of WGN Chicago, July 6, replacing HAROLD TURNER, staff pianist since 1934, who will become staff organist.

HENRY STRAKER arrived from London July 3 to begin his duties as assistant program director of BBC's New York office. Mr. Straker has been with BBC since 1938 with the exception of time spent in the armed forces during the war. In his new job he will assist SAM J. SLATE, program director for BBC in New York.

WOR NEW YORK, has instituted apprentice training plan on junior executive level, according to announcement by station's president, THEODORE C. STREIBERT. FRANK MUCKENHAUPT and FRANK SEDWICK, June graduates of Columbia and Princeton respectively, have been selected to "understudy" all WOR program department jobs for one year.

PETER ROBERTS, staff announcer at KYW Philadelphia, has resigned to join NBC announcing staff in New York. He has been with KYW since 1942.

M. P. (Bob) WAMBOLDT, ABC Western division production manager, has resigned. JOHN EDWARDS, in charge of staff producers, has temporarily taken over Mr. Wamboldt's former assignments.

GABE MILLERAND, formerly at WHIM Providence, R. I., is new announcer for WEEI Boston, Mass.

GEORGE BALL and MILTON D. PLATNICK have joined announcing staff of WHLI and WHNY-FM Hempstead, N. Y. Mr. Ball formerly was chief announcer of WBRY Waterbury, Conn. Mr. Platnick has been with WINS, WMCA and WOR New York.

JIMMY KISER, formerly of WRHI Rock Hill, S. C., has joined announcing staff of WSOC Charlotte, N. C.

FRED KIDDER, announcer at WCOP Boston, and Barbara Kehn have announced their engagement.

HOWARD TINLEY, announcer-actor, has started weekly series of poetry readings over WOOK Silver Spring, Md. He was formerly heard on WBAL and WCBM Baltimore.

TED ROSS, producer at WEEI Boston, is back at work after an operation on his hand.

ED COOPERSTEIN, producer of "Lu's Teen Topics" for WWRL Woodside, N. Y., and president of Queens College Broadcasters, has been elected program director of newly-formed Intercollegiate Radio Guild of New York. Guild is comprised of students from Brooklyn College, City College, Hunter College, N. Y. U. and Queens College and was formed to exploit college talent of New York area by organizing media for creative radio writing, acting and producing.

"TAKE A DEEP BREATH and hold it," was heard by thousands of U. of Minnesota students and Minneapolis residents as the university station, KUOM, opened the 1947 chest X-ray survey held on the campus in conjunction with Minneapolis community-wide survey. First to go through the X-ray unit included KUOM staff members (l to r): Glen Smith, announcer; Kenn Barry, program director; Ronald Foss, X-ray technician and Ruth Swanson, production director. Results of university survey show that 16,157 students were given free chest X-rays in one of four units on the campus.

ED SCOVILL, supervisor of public affairs of WTOP Washington, is the father of a girl, born July 7 in New York.

PATRICIA CALLAGHAN, receptionist at WBBM Chicago, and ROBERT LIVINGSTON, former salesman with WBBM and now with CBS in New York, have announced their marriage.

BOB CUNNINGHAM, staff announcer with WBBM Chicago, has resigned to do freelance work in Chicago area.

ROBERT D. MALEY, staff writer for WLW Cincinnati, has joined script division of NBC New York.

KINGSTON FLETCHER has joined announcing staff of WDGY Minneapolis, for the summer months.

SKEE WOLFF, Chicago freelance writer and author of "That Men May Live" series on WBBM Chicago, has announced his marriage to Iris Linde, stage actress.

RON DEACON, chief announcer of CKX Brandon, Man., has resigned from station, and is succeeded by GEORGE KENT, formerly of CKY Winnipeg. CLIFF GARDNER, JOHN DONALDSON and LEE DONNELLY are new announcers at CKX.

NORM BAKER, graduate of Radio School of Fine Arts, Toronto, has joined CJOC Lethbridge, as staff announcer. RUSS GUINAN has been moved from transmitter staff to announcing staff of CJOC. BOYNE JOHNSTON, after obtaining her degree at U. of Alberta, has returned to CJOC continuity staff.

ALMA DETTINGER, conductor of WQXR New York program, "Other People's Business," entered Le Roy Sanitarium, New York, July 3 for an operation. Miss Dettinger will return to the air in a month, and during her absence, her program will be filled in with recorded music.

ANNE HOLDEN, home economics director of KGO San Francisco, has been elected fourth vice president of Assn. of Women Broadcasters, NAB auxiliary.

RUTH CHILTON, for 22 years on women's programs in Syracuse, Boston and Philadelphia, is vacation substitute for ANICE IVES on "Everywoman's Program" over WFIL Philadelphia, for six weeks.

JEFFREY BROOK, formerly with WFIL and WIP Philadelphia, has joined announcing staff at WPEN, that city.

JOHN MERRIFIELD, announcer for CKCW Moncton, N. B., and Ethel Gertrude Miller, Sackville, N. B., were married June 14.

PAUL MARION, announcer at WSOC Charlotte, N. C., has been appointed program-production manager of that station.

JOSEPH H. GIVEN, formerly with WBT Charlotte, N. C., has joined announcing staff of WDNC Durham, N. C.

DAVID HOYLE has joined WDUK Durham, N. C., program staff.

LARRY KEITH, announcer at WTNB Birmingham, is the father of a boy.

PHILIP BALDWIN, musical director of CKNW New Westminster, B. C., and formerly of Canadian Intelligence Corps, was among those presented with British Empire Medal at Dominion Day investiture in Victoria, B. C.

WILLSON DAILY returns to KYW Philadelphia, for the second year as summer relief announcer.

KEN CARPENTER, Hollywood announcer, has been signed to narrate "Monkey Shines," film short being produced by Jerry Fairbanks for Paramount Pictures.

JOHN RUSTAD, former staff announcer of NBC Chicago, and more recently freelancing, has joined KECA Hollywood, in similar capacity. He succeeds TED BENTLEY, assigned commentator on five weekly Thrifty Drug Co. "Sports Page of the Air."

JOCK THOMSON, formerly on Minneapolis Daily Times, has joined CBS Western division continuity editing department, Hollywood. He replaces BILL BRENNAN, who has shifted to program department as an assistant director.

DICK VELZ, production manager of WRNL Richmond, Va., and Ann Carolyn Plymale are to be married July 19.

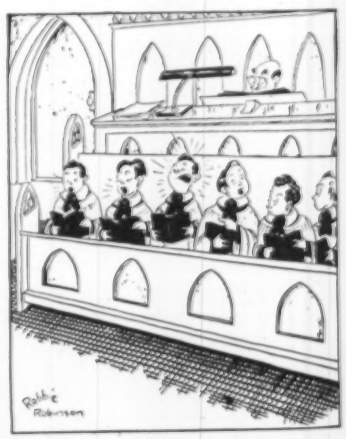
JACK COOK has joined announcing staff of WIS Columbia, S. C.

JAMES S. McGECHALN has joined announcing staff of CFCH North Bay.

IRA DILWORTH, regional representative of CBC for British Columbia, has been appointed for two-year term to be general supervisor of CBC International Service, with headquarters at Montreal. He succeeds ARTHUR L. PHELPS, who is leaving to join McGill U. staff. JEAN-MARIE BEAUDET, CBC supervisor of music and director of CBC French network, succeeds Mr. Dilworth at Vancouver as British Columbia representative.

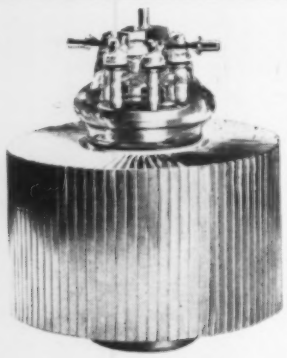
MARIAN CHORICE, formerly with WINX Washington and WBAL Baltimore, has joined continuity department of KMAC-KISS San Antonio, Tex.

MAT MORRISON has joined announcing staff of CKGB Timmins, Ont.



"He wants to be a tobacco auctioneer on WFDF Flint."

3 KW
Type 5530



10 KW
Type 5541

THEY'RE TOPS FOR FM!

Western Electric

FORCED AIR COOLED FM TRANSMITTING TRIODES

Their filaments are of thoriated tungsten — most efficient emitter for power tubes of these ratings. Their brazed and welded metallic joints, Kovar-to-glass seals, protected metallic vacuum "seal-off," and self-supporting filament structure all contribute to long, dependable service. Their terminal arrangements permit greatest flexibility of application. For full details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL **GraybaR**
BROADCAST REPRESENTATIVE

Charlotte Granted New 1-kw Daytimer

Increase in Power Is Awarded To KMED Medford, Ore.

AUTHORIZATION for a new standard station on 1600 kc, 1-kw day, at Charlotte, N. C., to Publix Broadcasting Service of Charlotte Inc. was reported early last week by FCC. Publix is headed by Francis M. Fitzgerald, general manager of WORD Spartanburg, S. C., half-owner. The Commission also announced reinstatement of the construction permit for WMIK Middlesboro, Ky., 500 w day on 560 kc.

Taken by the Commission just before the Fourth of July weekend, the actions also include consent to KMED Medford, Ore., for increase of power from 1 kw to 5 kw, daytime, on 1440 kc. FCC last week had announced a proposed decision which would approve the $250,000-plus sale of the station from Mrs. W. J. Virgin to Medford Radio Corp., competing bidder to Gibson Broadcasting, under the Avco Rule's auction provision [BROADCASTING, July 7].

WTNS Roscoe, Ohio, was given consent to move studios from Roscoe to Coshocton, Ohio.

Technical Reservations

The WMIK authorization had been made last December on condition that the applicant within 60 days file application for modification of its permit to specify certain technical requirements. This condition was not fulfilled in that time and the applicant subsequently petitioned for reinstatement of its CP. The same technical provisions attend the present grant.

Following is ownership of the new AM grantee announced early last week and in addition those grantees announced by FCC at the end of the previous week and already reported:

Charlotte, N. C.—Publix Broadcasting Service of Charlotte Inc., 1600 kc, 1 kw, daytime, engineering conditions. Principals: Mr. Fitzgerald, to be general manager, president and 50.25%; T. C. Brandon, assistant chief engineer of WSOC Charlotte, to be chief engineer, vice president, 20%; J. Law Epps, owner Time Teller Telephone Service and ex-sales representative WSPA Spartanburg, S. C., secretary-treasurer, 10%; Herbert S. Glenn, president and owner Glenn Construction Co., director, 14.75%; Frank K. Simms and Fred H. Hasty, attorneys, and each 2.5%.

Apollo, Pa.—Tri-Borough Broadcasting Co., 910 kc, 1 kw, daytime. Co-partnership: Cecil F. Clifton, Methodist minister who manages daily "Family Altar Hour" radio program; and Andrew J. West, editor of religious publications and director of "Family Altar Hour."

Stroudsburg, Pa.—Pocono Record Inc., 1350 kc, 1 kw, daytime. Publisher Pocono Record. Identified in ownership with newspaper-radio interests in Oneonta and Endicott, N. Y.

Bellaire, Ohio—Tri-City Broadcasting Co., 1290 kc, 1 kw, daytime. Principals: Jesse A. Bloch, Bloch Bros. Tobacco Co., 50%; Albert V. Dix and Gordon C. Dix, both interested in Ohio area newspapers including Martins Ferry Times and Leader and Wooster Record, each 25%.

Bowling Green, Ky.—The Daily News Broadcasting Co., 930 kc, 1 kw, daytime. Principals: J. Ray Gaines, editor News Pub. Co., president; John B. Gaines, general manager News Pub. Co., vice president and treasurer, and Paul R. Huddleston, news and special events director WHAS Louisville, secretary. Each has one-third interest.

Farmington, Mo.—Cecil W. Roberts, 1350 kc, 1 kw, daytime. Grantee is editor-publisher weekly Farmington Press.

Antigo, Wis.—Antigo Broadcasting Co., 900 kc, 250 w, daytime. Principals: Artemas F. Berner, manager Artigo Daily Journal, president and 90%; Marie F. Berner, secretary-treasurer, 7 1-7%; Elizabeth Berner, vice president, 2 6-7%.

Fredericksburg, Tex.—Gillespie Broadcasting Co., 1340 kc, 250 w, unlimited. Co-partnership: Walter T. McKay, chief, Division of Entomology and Plant Quarantine, Texas State Dept. of Agriculture; and Arthur Stehling, attorney.

Kennewick, Wash.—Benton County Broadcasters, 1230 kc, 250 w, unlimited. Co-partnership: Frank Krashka, commercial manager KBIO Burley, Ida.; Joseph Patterson, KBIO chief engineer, and Edith Jansen, private secretary to her husband, Ed Jansen, who has ownership interests in KAVR Havre, Mont., KSEM Moses Lake, Wash., and KPUG Bellingham, Wash.

All of the grants are conditional.

HEFTY SWING is taken by Abner H. George, KOTA Rapid City, S. D., program director, in a kittenball game at KOTA's recent staff picnic. Behind the bat is R. J. (Bob) Dean, KOTA president and general manager. Picture was snapped by station's chief engineer, A. E. Griffiths.

Beadle Retires

RETIREMENT of John B. Beadle, chief of the Amateur Section, License Division, was announced last week by FCC in making public a letter from Vice Chairman Paul A. Walker to Mr. Beadle commending him for his 16 years of service. Mr. Beadle joined the secretarys' office of the old Federal Radio Commission in August 1931 and the following year was appointed chief of the Amateur Section. He had continued in that post until his retirement which was effective June 30. No successor is to be named, FCC stated, as the section is being merged with Commercial Section under the License Division.

New WLCX at La Crosse Becomes ABC Affiliate

WLCX La Crosse, Wis., which began operations June 20 as a 250-w unlimited time station on 1490 kc, became affiliated with ABC on July 1. Station is owned and operated by Bermac Radio Inc., of which Margaret B. MacLennen is president. Studios are in the State Bank Bldg., La Crosse.

Officers of the corporation, besides the president, include Hector C. Berg, vice president, and E. W. Berg, secretary-treasurer. E. W. Berg also is station manager.

Manager Berg announces that the staff includes Joe N. Snyder, program director and production manager, formerly with WDSU, WMAQ and WKBH; Carlton Beaudette, chief announcer, formerly with WLW, WDGY and KROC, and Albert I. Rauscher, chief engineer, formerly with WDSM and KBIZ.

Girard Associates

PAUL GIRARD, AP Radio Division executive producer, resigned last week to form transcription and producing firm, Girard Associates, 50 Rockefeller Plaza, New York. Alexander Leftwich Jr., former AP radio productions program director, joins new firm in charge of directing, casting. Successors not yet named by AP, whose future transcriptions plans are unsettled.

BALTIMORE CASH MAN

He Comes to Listeners' Doors As Feature of WCBM Show

CASH PRIZES come right to the door of Baltimore listeners on *The Kress Cruising Cash Man*, new give-away show devised by the Al Buffington Co. of Baltimore.

Format calls for a participant on *Ladies Day at WCBM* to pick at random several code-numbered cards. These determine the exact address where the Cash Man will make his call next day in his midget Crosley car. After the program is on the air and the audience has been told he will call, he proceeds to the pre-designated address. There he asks the housewife a fairly difficult question, and if she can answer it she is awarded five silver dollars plus a free week's supply of Kress Dairy Products. If she doesn't know the answer, she still receives a free week's supply, and a second lady in the block is approached.

The Cash Man then phones the winner in to the studio announcer who has been entertaining with music (and commercials), and the housewife is interviewed on the air if possible.

As an additional merchandising tie-in, listeners are told to stop the Kress delivery men and they will receive a "Hint List" which gives future questions and hints as to their answers.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY Thomas J. VALENTINO, Inc. DEPT. BC-1 1600 BROADWAY NEW YORK, N. Y.

CANADIAN DISTRIBUTOR Instantaneous Recording Service 56-58 Wellington St., E. Toronto, Ont., Can.

You Can't MISS in MISSISSIPPI

From way up there it may look hard to hit, but with all the 'Ole Miss Stations you can't miss Mississippi. Crude petroleum production in the State's 19 oil fields for 1946 was 28% higher than the previous year and is still increasing. A schedule on all these leading stations will land you right in the middle of the growing Billion Dollar Mississippi market.

THE 'OLE MISS STATIONS

WAML	Laurel	WGCM	Gulfport	WLAU	Laurel
WCBI	Columbus	WGRM	Greenwood	WMIS	Natchez
WCOC	Meridian	WJDX	Jackson	WQBC	Vicksburg
WELO	Tupelo	WJPR	Greenville	WROX	Clarksdale
WFOR	Hattiesburg	WJXN	Jackson	WSLI	Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

NETWORK ACCOUNTS

New Business

BORDEN Co. Ltd., Toronto (milk, ice cream), Sept. 30 starts to May 25, 1948, "Canadian Cavalcade" on 30 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

COLGATE-PALMOLIVE-PEET CO., Toronto (Colgate toothpaste), Oct. 8 starts to June 30, 1948, Dennis Day Show on 31 Dominion network stations, Wed. 8-8:30 p.m. with repeat to Pacific coast 12-12:30 a.m. Agency: Spitzer & Mills Ltd., Toronto.

NOXZEMA CHEMICAL Co. of Canada, Toronto (Noxzema), Oct. 10 starts till July 2, 1948, "Mayor of the Town" on 30 Dominion network stations, Fri. 9:30-10 p.m. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

ROBERT SIMPSON Co. Ltd., Toronto (department store), Oct. 24 starts to April 16, 1948, Toronto Symphony Pops Concerts, on 35 Trans-Canada network stations, Fri. 8-9 p.m., with delay to western Canada 11 p.m.-12 midnight Agency: Harry E. Foster Agencies, Toronto.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap), Oct. 4 renews "College of Musical Knowledge" on 142 NBC stations, Sat., 9:30-10 p.m. Agency: Ted Bates Inc., New York.

RICHFIELD OIL Corp., Los Angeles, has renewed Richfield Reporter series, Sun.-Fri. 10-10:15 p.m. on 14 West Coast NBC stations. Agency: Hixson-O'Donnell Adv., Los Angeles.

S. C. JOHNSON Co., Brantford, Ont. (floor wax), Sept. 8 renews to Dec. 1, "Qui Suis-je?" on 6 CBC French network stations, Mon. 9:30-10 p.m. Agency: Vickers & Benson Ltd., Montreal.

STERLING DRUG Inc., Windsor, Ont. (aspirin), July 13 renewed for 28 weeks "Album of Familiar Music" on 31 Trans-Canada network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample.

TED SHERDEMAN, producer and assistant to **MANN HOLINER**, vice president in charge of radio for Lennen & Mitchell, Hollywood, has resigned.

Lovelace Is Manager, KIUL Garden City, Kan.

ED LOVELACE, formerly commercial manager, KRIG Odessa, Tex., has assumed his new duties as manager of KIUL Garden City, Kan.

Mr. Lovelace

Mr. Lovelace began his radio career as a salesman for KPAC in his home town of Port Arthur, Tex. He then went to WHHM Memphis to do special promotion work and returned a short time later to Texas and his recent position at KRIG.

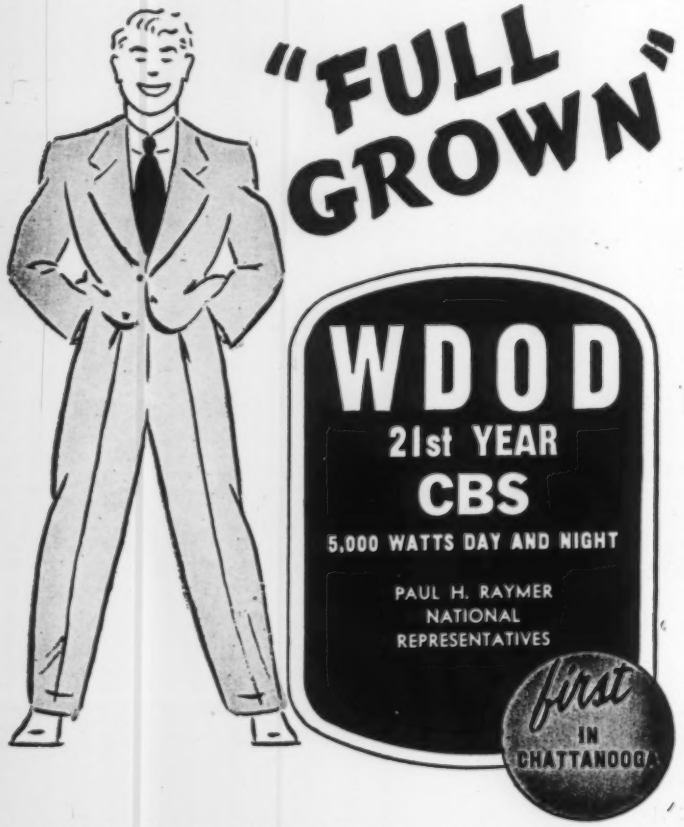
Towers Stops in N. Y.

HARRY ALAN TOWERS, head of Towers of London Limited, an international transcription company, arrived in New York last week en route to Australia and New Zealand for consultations with heads of his branch offices.

While in New York he will confer with his U. S. representative, Oliver W. Nicoll.

WJEL, WJEM in Ohio

WJEL and WJEM (FM) two new Springfield, Ohio, stations which took the air June 29 were incorrectly reported in the June 30 issue as being in Springfield, Ill.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

SPONSORS

G. S. BRADY, former associate sales manager of Calumet-La France Div. of General Foods Corp., New York, has been appointed assistant director of General Foods market research. Before joining General Foods in 1945, Mr. Brady was vice president of Nielsen Marketing Research Service.

FRANK F. BELL, former vice president and general sales manager of Weco Products Co., has been appointed director of sales of Grove Laboratories, St. Louis.

TED CATE, advertising manager of Western Air Lines, has resigned to establish own advertising agency in Los Angeles with **E. D. McGLONE**, formerly in advertising department of United Air Lines. **KENNETH E. ALLEN**, director of public relations, has taken over Mr. Cate's former duties, with West-Marquis Inc., Los Angeles, continuing to handle Western Air Lines account.

SOUTHWEST FOOD PRODUCTS Co., Santa Ana, Calif. (Dude Ranch brand jams and preserves), which suspended radio advertising during war due to sugar shortage, has resumed radio sponsorship. A quarter hour transcribed program, "Dallas Turner Dude Ranch," is being released three times weekly on KOMO KALE KXLY KPO and KMJ. Agency: Garfield & Guild, San Francisco.

GOLDEN GATE FOODS Inc., San Francisco (Gold Coast preserves), has launched spot announcement campaign on four San Francisco stations. Transcribed 15-second and one-minute singing spots are being used and will continue to end of the year. Campaign will probably be extended to other market areas during the fall season. Agency: Botsford, Constantine & Gardner, San Francisco.

LOUIS MILANI FOODS, Los Angeles (1890 French Dressing), late in June started campaign in San Francisco using a total of approximately 40 transcribed spot announcements weekly on KJBS KQW, KFRC and KGO. Similar campaign is scheduled to start on several stations in Seattle, August 10. **NIEL HEARD**, account executive of Garfield & Guild, San Francisco, which handles account, declared that radio plans call for campaigns being launched in number of national markets during fall of this year.

KAJOL Inc., San Francisco (mfg. of Gold Leaf Shampoo), during July will launch radio campaign on approximately 7 stations in San Francisco and Los Angeles. Fifteen-second live station break announcements will be used. Spots have started on KFRC San Francisco. Agency: John M. Gallagher Adv., San Francisco.

ITALIAN SWISS COLONY, San Francisco (table wines), has launched campaign using 13 stations in South Central, North Central, East and Southwest areas of country. Transcribed 15, 20 and 25 word station breaks are being used on all but one of stations. "Music for Dining," a quarter hour program, is on KCMO Kansas City. Agency: Leon Livingston Adv., San Francisco.

SAFEWAY STORES, Oakland, Calif. (national grocery chain), June 30 started sponsorship in behalf of its retail grocery products, the quarter hour transcribed program, "Bob and Victoria," on approximately 28 stations in Pacific Coast, Mountain region, Arizona, Middle West areas and in Washington, D. C. Series will run 13 weeks. Ruthrauf & Ryan, M. E. Harlan Adv., and McCann-Erickson, all of San Francisco, are the agencies involved.

QUAKER CITY STORAGE CO., sponsor of "Where Can I Live?" program over WPEN Philadelphia, gave up four of its 15-minute broadcasts to American Veterans Housing Cooperative Inc., so the latter organization could tell its plans for a 425-unit cooperative housing project in Ridley Park, near Philadelphia.

L. K. WARD, Los Angeles (electrical appliance chain), has appointed Harry J. Wendland Adv., Los Angeles, to handle radio advertising. Budget will be approximately $25,000 annually.

LEWIS FOOD Co., Los Angeles (fresh dog food), July 7 shifted five weekly quarter hour "Sons of the Pioneers" from KMPC to KHJ Hollywood. Contract is for 52 weeks. Agency is Elwood J. Robinson Co., Los Angeles. Firm, for Dr. Ross canned dog food, placing through Dan B. Miner Co., Los Angeles, has started thrice weekly quarter hour newscast on KOOL Phoenix, and KCNA Tucson. Contract is for 13 weeks.

HANNEIL FOODS Inc., New York (distributors of popcorn chips), has appointed Raymond E. Nelson Inc., New York, to handle all advertising effective immediately. Radio schedules are being planned and are to start sometime in September.

CARTER PRODUCTS Inc., New York, has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising campaign of its cream deodorant, Arrid, in Canada. Agency has been handling products advertising in U. S.

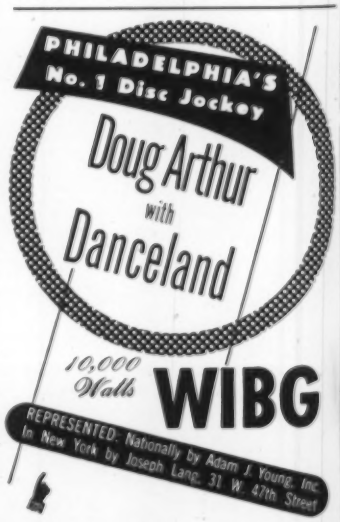
THE BEAUMONT Co. (division of Grove Labs.), St. Louis, has appointed Harry B. Cohen Adv., New York, to handle advertising for 4-Way Cold Tablets, 4-Way Compound, and 4-Way Tablets. Cohen is currently buying radio time for 4-Ways 1947-8 radio campaign at new offices, 1 East 57 St. in New York.

PROCTER & GAMBLE Co., Cincinnati, has appointed Compton Adv., New York, to handle advertising for Drene Shampoo, effective immediately. Account was formerly handled by Kastor, Farrell, Chesley, & Clifford, New York. Radio plans will probably be announced within next two weeks.

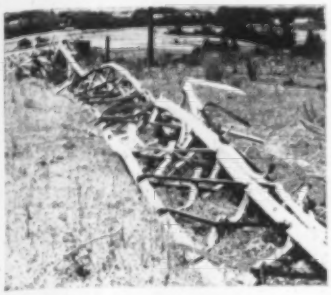
SOUTHERN SPRING BED Co., Atlanta, Ga. (beds, springs, mattresses), June 22 started for 52 weeks sponsoring twice weekly transcribed quarter-hour "Moon Dreams" on 90 stations in Southern states. Program is produced and transcribed by Teleways Radio Productions Inc., Hollywood. Agency: Tucker-Wayne & Co., Atlanta.

HAL ROACH PRODUCTIONS, Culver City, Calif., has appointed Buchanan & Co., Beverly Hills, to handle advertising for new feature length comedy film, "Hal Roach Comedy Carnival," scheduled for early fall release. Radio will be used.

MORNING MILK DIV. of CARNATION Co., Salt Lake City (evaporated milk), July 14 starts for 14 weeks daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Agency: R. T. Harris Adv., Salt Lake City. **CONSOLIDATED DAIRY PRODUCTS Inc.**, Seattle (Darigold evaporated milk, butter, cheese), Aug. 4 for 13 weeks thru Western Agency Inc., that city, starts daily participation in those combined programs. **FLOTILL FOOD PRODUCTS Inc.**, Stockton, Calif. (canned fruit), Sept. 1 starts similar campaign utilizing those programs. Contract is for 13 weeks. The Tullis Co., Hollywood, has account.



MIGHTY LOUD THUNDER
WOHS Tower Falls But No One Hears Gentle Thud



WOHS fallen tower, showing one of the two electric light poles used to string temporary antenna.

WHEN A RADIO TOWER 304 feet high topples over just 350 feet away from a station during a rainstorm and nobody hears it, that's a mighty noisy rainstorm. But that's exactly what happened to WOHS Shelby, N. C. during an unusually violent storm June 19.

The incident was discovered some time later by Mrs. Robert Wallace, the station manager's wife, who lives near the station. Plans were then immediately formulated for erection of a temporary antenna, but the problem was how to do it without the local power company crews, who were tied up with line repairs.

It was solved, however, when an electrical contractor working on a nearby job consented to furnish the men and two electric light poles, and the temporary antenna was completed just 4 hours and 50 minutes after the power was first discontinued.

The tower, incidentally, is insured and a new one has been ordered with delivery expected in 30 days.

NAME of the Ed Byron package show which DeSoto-Plymouth Dealers of America will sponsor on CBS beginning Sept. 28 has been changed from "A Reporter at Large," to "Christopher Wells."

NOW 5000 WATTS

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

Milestones

CAPITOL RECORDS Inc. transcription division, approaching its first anniversary next month, boasts more than 200 subscribers paying the way for talent valued at a half-million dollars. Starting from scratch, firm now has close to 3,000 selections available in way of music and 22 program series. Walter Davidson, Capitol transcription sales manager, says 70 tunes a month are being added to the music library.

July 10 was 17th birthday of **WIS Columbia, S. C.**, an NBC affiliate. One staff member, Leo Downs, sales representative, has been with outlet since start . . . Station Manager **Walter Haase** of WDRC Hartford, Conn., observes his 23rd anniversary with the station this month . . . July 13 marked start of 14th year of WTOP Washington program, *Labor News Review With Albert N. Dennis.* Claiming 18 records, program now is transcribed for use by local stations across the country . . . Farm interview transcription series, *Let's Go Visiting*, sponsored on Midwest stations by Allied Mills, Fort Wayne, Ind., poultry and livestock feed firm, celebrates its fifth anniversary this month.

WWL New Orleans program, *Just Home Folks*, July 7 began second year on that station under sponsorship of Blue Plate Foods. Program first began on WWL in 1932, later moving to WGST Atlanta and WBT Charlotte, and finally returning to the New Orleans station [BROADCASTING, Aug. 12, 1946] . . . First anniversary also was noted July 8 by **The American Theatre Wing School for Returned Veterans of the Entertainment World.** About 2,200 veterans connected with show business, including radio and television, have attended the school during the year.

KOAD Omaha, *Omaha World-Herald* FM station, celebrates its first anniversary this month. With 16-hour daily schedule, KOAD is programmed separately from AM affiliate KOWH, except for three-hour afternoon duplication. . . . Another FM outlet beginning its second year is **WIL-FM St. Louis.** Station is offering listeners a free booklet, *FM Means Far More Listening Pleasure for You.* . . . Public service program of KDYL Salt Lake City, *Children's Friend of the Air*, starts second year of broadcast in cooperation with the Primary Assn. of the Latter Day Saints Church. . . . Others on first anniversary roster include **KRIG Odessa, Tex.**, MBS affiliate, and **The Alvin Epstein Adv. Agency**, Washington.

C. L. (Chet) Thomas, general manager of KXOK St. Louis, has started his 20th year in radio. . . . **Bill Macdonald**, farm service director of KFAB Omaha, has received a gold wrist watch from KFAB General Manager Harry Burke in appreciation of his 21 years in radio and farm service. . . . **Jack L. Cooper**, veteran Negro announcer and m.c., has begun his 26th radio year with WSBC Chicago. He has been in show business for 46 years. . . . **Joe McCauley**, who handles *Dawn Patrol* for WIP Philadelphia, has started his 11th year of broadcasting.

EXPERIMENTAL nibbler is Stanley Barnett, manager of WOOD Grand Rapids, Mich., on occasion of his silver anniversary in radio. Station staff presented cake.

KTAR Phoenix, Ariz., fortnight ago marked its silver anniversary with special outdoor show featuring several NBC personalities. Increased promotion boosted event. . . . Telegrams of congratulations from Charles R. Denny, FCC chairman, and Justin Miller, NAB president, highlighted 20th anniversary festivities of **WBOW Terre Haute, Ind.** A 1½-hour program was given before audience of 1,800 persons. The mayor of Terre Haute declared June 15-22 as WBOW 20th Anniversary Week. . . . **CHWK Chilliwack, B. C.**, June 23 began its 21st year with new studios and transmitter. Messages from dignitaries and 10 other stations were aired.

City of Montgomery, Ala., on occasion of 5,000th consecutive airing June 28 of *Teague's Minute-Man and His Canaries* by Teague Hardware Co., has presented the program and its sponsor a special citation. Show has been on the air for 16 years, since 1946 on WMGY and previously on WSFA, that city. E. C. Stewart, WMGY program director, is "Minute-Man" on the weekday morning series. . . . Little Potts, Baltimore furniture and appliance retailer, has signed for seventh consecutive year of *Sing 'n Win* on WFBR Baltimore. Ten-minute early afternoon show gives cash prizes for song identification. . . . **WLAQ Rome, Ga.**, The *Rome News-Tribune* station, June 27 aired 1½-hour special broadcast honoring paper's 105th anniversary. Radio tour of plant was included. . . . **Hicks Adv.**, New York, has begun its 79th year in advertising field.

Soon!
5000 WATTS!

Pensacola's WCOA will soon be on 5000 Watts . . . the most power-full station in Northwest Florida! Your advertising message on WCOA will blanket a primary and secondary area with population of over 507,000 . . . where the spendable income after paying taxes last year was $273½ million!

WCOA will deliver the business to its advertisers. Get YOUR share by telling your story over Northwest Florida's only NBC Station!

WCOA

National Representatives: JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

8.688%*

OF THE TOTAL U. S. RETAIL SALES ARE IN THE WAAT AREA

*SALES MANAGEMENT 1946 SURVEY OF BUYING POWER

ARE YOU USING WAAT TO REACH THIS AREA?

MORE AND MORE ADVERTISERS ARE, BECAUSE THEY KNOW THAT:

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

✓**FIRST IN AM**

✓**FIRST IN COMMERCIAL FM** (WAAW)

✓**SOON FIRST IN TELEVISION**

New Jersey's 1ST Station

970 ON THE DIAL

WAAT

NEWARK-NEW JERSEY

TECHNICAL

DON C. HOEFLER, former staff engineer at Prof. E. H. Armstrong's W2XMN and W2XEA Alpine, N. J., July 14 joins WTTH and WTTH-FM Port Huron, Mich., as chief engineer.

J. CLINTON NORMAN has joined engineering staff of KTHS Hot Springs, Ark.

ANTONY WRIGHT, former manager of RCA Television Receiver Engineering Section, has been appointed chief engineer of United States Television Mfg. Corp., New York. Mr. Wright was with engineering staff of RCA for 19 years and during the war had charge of RCA's airborne television product design for Armed Forces.

Mr. Wright

PAUL H. PROKES, former engineer with United Broadcasting Co., Johns Hopkins Physics Lab, ABC, WGN and other Chicago stations, has joined engineering staff of WEFM Chicago.

CHARLES FLETCHER, formerly of WESC Greenville, S. C., has joined WOAI San Antonio, as control engineer.

FRANCIS DUBOSE has joined studio control staff of WIS Columbia, S. C.

LOUIS WALTERS has joined engineering staff of WDUK Durham, N. C.

DOUG MOON, engineer of CKY Winnipeg, is the father of a girl, Valerie Irene.

CLAUDE SNIDER, equipment supervisor of CKX Brandon, Man., is leaving station due to bad health and is moving to British Columbia.

GORDON THOMPSON, engineer of CKY Winnipeg, and **DOROTHY LOCHT,** of commercial department of CKY, were married June 14.

TED DAVIS, ex-Navy and graduate of Canadian Vocational Training Radio Course, has joined CKCW Mocton, N. B., as transmitter operator.

BOB FULLER, formerly with WHYN Holyoke, Mass., has joined WOL Washington, as technician.

BILL HUTTON, engineer at KFAB Omaha, is the father of a boy, born July 3.

UST Sets in Use

VIDEO RECEIVERS made by United States Television Mfg. Corp., New York, are currently in use in 13 states, the District of Columbia and Mexico, Huber Hoge, UST president, reported, stating that the demand for television sets outside of New York City now exceeds the New York metropolitan area demand by 120%. The UST sets in Mexico City are being used for experimental purposes by Con Cam Electronics, he added.

New WREN Quarters

WORK was begun last Tuesday on a new transmitter building for WREN Topeka, Kan. Located five miles east of the city, the building will house a 5-kw Westinghouse transmitter. Construction has also begun on temporary studio quarters opposite the Kansas statehouse with completion expected in August. This will house the staff pending completion of a model radio center planned by the station.

Ghost Receiver

PERSONNEL of WQQW Washington were thoroughly baffled a fortnight ago over a "ghost receiver" in the studio. Carl Green, staff m.c., turned on a turntable but before he could place the needle on the record ghost music came out of the speaker. He listened a moment and heard: "This is WRC-FM." That station's transmitter and tower are across the street from WQQW. Robert Martin, WQQW's chief engineer, solved the problem of the "ghost" by explaining that the amplifier in the phonograph makes an elementary type of FM receiver, so that WRC-FM will continue to come in on the turntable until it is grounded with a special wire. Turntable has been partially grounded, but at present the "ghost receiver" is being allowed to operate for benefit of studio visitors.

CROSLEY BROADCASTING Corp., shortwave operators at Bethany, Ohio, have reported another case of long-range FM reception. While working a "ham" aboard ship 150 miles west of Havana in Gulf of Mexico, Crosley operators were told the amateur had just heard WLWA, Crosley's FM outlet in Cincinnati, sign on. He named exact channel and identification.

To Televise Grid Games

WMAL-TV Washington, has completed arrangements to televise the complete schedule of home football games for the 1947 season for Georgetown U. and George Washington U., both of Washington. Announcement was made jointly by Kenneth H. Berkeley, WMAL and WMAL-TV general manager, Max Farrington, director of men's activities at George Washington U. and Rome Schwagel, graduate manager of Georgetown U. Jim Gibbons and Ray Michael, WMAL sportscasters, will handle game descriptions.

SOUTHERN California Broadcasters Bowling League has been organized and gets under way in early September, with membership consisting of 12 Los Angeles area stations.

WAZL Raises Funds To Erect New Plant

Community Project Is Expected To Ease Unemployment

COMMUNITY leadership — dominant force in the operation of WAZL Hazleton, Pa.—is responsible for a campaign which will solve a substantial part of the city's unemployment problem. Victor C. Diehm, WAZL manager led a drive to raise $500,000 to erect a plant which will be operated by Electric Auto-Lite Co.

Mr. Diehm became concerned last year over the presence of 4,000 unemployed in the city, with many of them jobless war veterans. The future looked bad because anthracite mines have been closing shaft mines in favor of cheaper strip mining, which employs fewer people.

When the Chamber of Commerce decided to do something about the problem, Vic Diehm, its president, swung into action. Looking around, he found Electric Auto-Lite was planning to expand. Largest independent in the auto electrical field, the company wasn't interested but agreed to send a group of executives to look over the town, highest in Pennsylvania (1,900 feet).

When they saw the available labor supply, they promised to come in if the Hazleton group could help finance the plant. That's where WAZL entered the scene. The station led a drive to raise $500,000, to be invested in a plant.

WAZL alerted the town by placing announcements on every station break—how the campaign was progressing, what was needed, where committees were meeting, when mass meetings would be held, everything to keep the public informed and prodded into action. The $500,000 was raised, and on time. Auto-Lite will pay $90,000 a year rent for 10 years, the plant then becoming its property.

Mr. Diehm operates on the theory that a station and its manager should be community leaders. He has just been reelected C. of C. president, was Kiwanis president as well as past District Governor, was chairman of the Red Cross drive and YMCA campaign.

FOR COMPLETE COVERAGE OF THE WASHINGTON, D. C. MARKET —

WOL

A COWLES STATION
5000 WATTS

Represented Nationally by
THE KATZ AGENCY

ACTIONS OF THE FCC

JULY 3 TO JULY 10

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

July 3 Decisions . . .

BY A BOARD

Conditional FM Grants

Authorized conditional Class B FM grants to three applicants; subject to further review and approval of engineering details. See story BROADCASTING, July 7.

Transfer of Control

WJLK Asbury Park, N. J.—Granted transfer of control from J. Lyle Kinmonth, deceased, to Mable Brazer Kinmonth and Asbury Park National Bank and Trust Co., executors and trustees, arising out of death of J. Lyle Kinmonth, owner of 99% of capital stock.

FM CPs Granted

Authorized CPs for nine Class B FM stations; cond. Also issued CPs to five Class B stations in lieu of previous cond. See story BROADCASTING, July 7.

Rules Amendment

Adopted amendment to Sec. 3.606 of Rules so that television Channel 9 is withdrawn from Detroit metropolitan area in table showing allocation of television channels to metropolitan districts in U.S., effective immediately. Action taken to honor Canadian reservation of Channel 9.

AM—910 kc

Tri-Borough Bcstg. Co., Apollo, Pa.—Granted CP new station 910 kc 1 kw D; cond.

AM—1350 kc

Pocono Record Inc., Stroudsburg, Pa.—Granted CP new station 1350 kc 1 kw D; cond.

AM—1290 kc

Tri-City Bcstg. Co., Bellaire, Ohio—Granted CP new station 1290 kc 1 kw D.

AM—930 kc

The Daily News Bcstg. Co., Bowling Green, Ky.—Granted CP new station 930 kc 1 kw D; cond.

AM—1350 kc

Cecil W. Roberts, Farmington, Mo.—Granted CP new station 1350 kc 1 kw D; cond.

AM—900 kc

Antigo Bcstg. Co., Antigo, Wis.—Granted CP new station 900 kc 250 w D; cond.

AM—1340 kc

Gillespie Bcstg. Co., Fredericksburg, Tex.—Granted CP new station 1340 kc 250 w unl.; cond.

AM—1230 kc

Benton County Bcstg., Kannewick, Wash.—Granted CP new station 1230 kc 250 w unl.

Modification of CP

KTTR Rolla, Mo.—Granted mod. CP to change frequency from 1340 kc to 1490 kc, operating with 250 w unl.

Petition Dismissed

KXEO Mexico, Mo.—Dismissed petition requesting reconsideration of Commission's action of April 10, granting application of Show-Me Bcstg. Co. for new station on 1340 kc, since above action renders issues moot.

Assignment of License

WTAL and WTAL-FM Tallahassee, Fla.—Granted consent to voluntary assignment of license and CPs from Capital City Bcstg. Corp. to John H. Phipps, president, director and sole stockholder of licensee.

WLAK Lakeland, Fla.—Granted consent to voluntary assignment of license from S. O. Ward, individual tr/as Radio Station WLAK, to Lakeland Bcstg. Corp. in which Ward owns 99.65% of stock.

WNOC Norwich, Conn., and WGAT Utica, N. Y.—Granted consent to voluntary assignment of licenses of WNOC from The Norwich Bcstg. Co., partnership composed of H. Ross Perkins and J. Eric Williams, to H. Ross Perkins, and of WGAT from The Central Bcstg. Co., a partnership composed of same two individuals, to J. Eric Williams (i.e., dissolution of two partnerships to result in each partner becoming sole owner and licensee of a station).

Assignment of Permit

KDSH Boise, Ida.—Granted consent to assignment of permit of KDSH and conditional grant of permit for associated FM station from Queen City Bcstg. Co. to Boise Valley Bcstg. Inc., which will be controlled by assignor; cond.

Transfer of Control

WLOF Orlando, Fla.—Granted consent to voluntary transfer of control from George W. Gibbs to Walter C. Shea and Wm. J. Sears for $40,000 for 50% interest.

Hearing Designated

WTOM Bloomington, Ind.—Designated for hearing application to change facilities from 1490 kc 100 w unl. to 1490 kc 250 w unl. and for extension of date for commencement and completion of construction; ordered WDAN WKBV WOMI be made parties to proceeding.

The Montana Network, Missoula, Mont.—Designated for hearing application for new station 1340 kc 250 w unl.

Petition Granted

Adopted order granting joint petition of United Bcstg. Co. and Ogden Bctsg. Co. Inc., Ogden, Utah, requesting Commission grant petitioners leave to withdraw their joint petition for reconsideration filed 8-22-46, and dismiss its order in response thereto, dated 11-29-46, setting aside grant made without hearing on 8-1-46 of application of Central Utah Bcstg. Co. for new station at Provo, Utah, 1490 kc 250 w unl.; severed said application from consolidated proceeding with petitioners applications, removed from hearing docket and reinstated grant of 8-1-46 to Central Utah Bcstg. Co.; closed record in consolidated proceeding held on petitioners applications in June 1946.

ACTIONS ON MOTION

(By Commissioner Hyde)

Southland Bcstg. Corp., No. Miami Beach, Fla.—Granted petition for leave to amend application to specify 1580 kc instead of 1000 kc, etc. Amendment was accepted and application as amended removed from hearing docket.

Mary W. Martin, Ft. Lauderdale, Fla.—Commission on its own motion removed from hearing docket application.

San Pedro Printing and Pub. Co., San Pedro, Calif.—Granted petition to dismiss without prejudice its application for new FM station.

WIAC San Juan, P. R.—Granted petition for leave to intervene in hearing on application of Foundation Co. of Washington.

Hanover Bcstg. Co., Hanover, Pa.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

WKAX Birmingham, Ala.—Granted petition to dismiss without prejudice application, subject to right of reinstatement under provisions of Sec. 1.365(c) of Rules.

Woodward Bcstg. Co., Detroit, Mich.—Granted petition for continuance of hearing upon its application originally scheduled July 8, to Aug. 20.

Keystone Bcstg. Co., Harrisburg, Pa., et al—Granted joint petition for continuance of further consolidated hearing originally scheduled for July 7, to Aug. 11.

Charles M. Meredith, Silverdale, Pa.—Granted petition for leave to amend application to specify 1570 kc 250 w D, instead of 1370 kc 1 kw D. Amendment was accepted and application as amended removed from hearing docket.

Radio Anthracite Inc., Pottstown, Pa.—Commission on its own motion removed from hearing docket application.

WNOE New Orleans—Granted petition for extension of time within which to file exceptions to Commission's proposed decision in re applications in Dockets 6346 and 7117, and time was extended to and including Aug. 4.

Wired Music Inc., Rockford, Ill.—Commission on its own motion continued hearing on application originally scheduled July 7 to July 21.

July 3 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

Baker Bcstg. Co., Fresno, Calif.—CP new standard station 1600 kc 1 kw DA.

Modification of CP

WJJD Chicago—Mod. CP as mod. which authorized increase power, install new trans. and DA-DN, for extension of completion date.

Assignment of License

KIUL Garden City, Kan.—Voluntary assignment of license to The Telegram Pub. Co.

Modification of CP

KJAY Topeka, Kan.—Mod. CP which authorized new standard station to change power from 5 kw to 1 kw-N 5 kw-D, to install new trans. and to change trans. location.

WFOR Hattiesburg, Miss.—Mod. CP as mod., which authorized installation of new vertical ant. with FM ant. mounted on top, make changes in ground system, and change trans. location, for extension of completion date.

AM—1230 kc

Hub City Bcstg. Co., Hattiesburg, Miss.—CP new standard station 1230 kc 250 w unl. Contingent upon WSKB McComb, Miss., being granted change frequency.

Granite State Bcstg. Co. Inc., Claremont, N. H.—CP new standard station 1230 kc 250 w unl.

AM—930 kc

Strafford Bcstg. Corp., Rochester, N. H.—CP new standard station 930 kc 1 kw D.

FM—Unassigned

Harry D. Fornari, Mineola, N. Y.—CP new FM station (Class A) on frequency to be assigned by FCC.

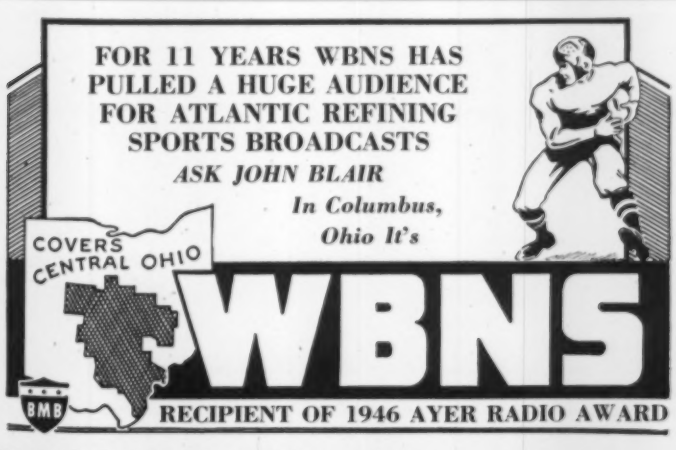
AM—900 kc

Northwest Bcstg. Co., Fargo, N. D.—CP new standard station 900 kc 1 kw D.

Modification of CP

WTAM Cleveland—Mod. CP, which authorized to install FM ant. on top of vertical ant., for extension of commencement and completion dates.

(Continued on page 64)



UE Executive Board Tells Locals to Bypass NLRB

LOCAL UNIONS of United Electrical, Radio & Machine Workers of America, representing more than 600,000 persons, have been advised by the general executive board "to submit no issue" to NLRB, given sweeping authority under Taft-Hartley law.

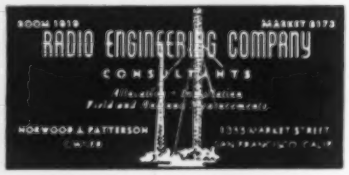
New law, said UE statement, "destroyed NLRB as an instrument protecting workers' rights and converted Wagner Act and board into instruments of oppression against workers rights." Accordingly, statement continued, it shall be UE policy, in view of NLRB's new role, to bypass it entirely in union disputes. UE members urged to "fight to wipe the Taft-Hartley Act from statute books."

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292



TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 3939
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 WASHINGTON 6, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Certified Frequency Measurements
RADIATION STANDARDS LAB
Columbia 5, South Carolina

FCC Actions

(*Continued from page 63*)

Applications Cont.:

WCOL Columbus, Ohio—Mod. CP, which authorized to move old main trans. to present location of main trans., to be used as aux. trans. with power of 250 w, for extension of completion date.

WCSC Charleston, S. C.—Mod. CP as mod. which authorized increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

AM—1390 kc

Charles L. Cain, Grand Prairie, Tex.—CP new standard station 780 kc 250 w D. AMENDED to change frequency from 780 kc to 1390 kc, increase power from 250 w to 1 kw, change type trans. and make changes in vertical ant.

FM—Unassigned

Earl C. Hankamer, Houston, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc band, ERP 2,890 w.

Modification of CP

KSEL Lubbock, Tex.—Mod. CP, which authorized increase power, change hours, install DA-N and mount FM ant. on top of AM tower, to make changes in DA-N.

AM—1260 kc

Williamson County Bcstg. Co., Taylor, Tex.—CP new standard station 1260 kc 1 kw D.

AM—1340 kc

Apple-Land Bcstg. Inc., Wenatchee, Wash.—CP new standard station 1340 kc 250 w unl.

APPLICATION RETURNED

FM—Unassigned

The Southwestern Baptist Theological Seminary, Fort Worth, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc band. Returned June 30. Charter not properly certified and notarized.

TENDERED FOR FILING

Assignment of CP

WIRL Peoria, Ill.—Consent to assignment of CP of WIRL-AM and CP WTAZ-FM to Illinois Valley Bcstg. Co., corporation.

AM—1240 kc

Lewis Wiles Moore, Glendive, Mont.—CP new standard station 1240 kc 250 w unl.

AM—900 kc

The Progressive Pub. Co., Clearfield, Pa.—CP new standard station 900 kc 500 w D.

AM—1430 kc

Lydn Bcstg. Co., Newark, Ohio—CP new standard station 1430 kc 500 w D.

AM—1320 kc

Hocking Valley Bcstg. Corp., Lancaster, Ohio—CP new standard station 1320 kc 250 w D.

AM—960 kc

World Wide Television Corp., Bakersfield, Calif.—CP new standard station 960 kc 1 kw D.

AM—1300 kc

WFBR Baltimore—CP to mod. DA operating on 1300 kc 5 kw unl. DA-DN.

Assignment of License

KWTX Waco, Tex.—Consent to assignment of license to KWTX Bcstg. Co.

AM—1240 kc

WROV Roanoke, Va.—CP to change frequency from 1490 kc to 1240 kc using 250 w unl. (Contingent on grant of pending application of WSLS).

July 7 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Announced final decision granting applications of Monterey Bay Broadcast Co. for new station at Santa Cruz, Calif., 1460 kc 1 kw unl. DA and of San Jose Bcstg. Co. for new station at San Jose, Calif., 1500 kc 1 kw unl. DA, and denial of applications of Golden Gate Bcstg. Co., San Francisco, to change frequency of KSAN from 1450 to 1460 kc and increase power from 250 w to 5 kw unl. DA; Cascade Bcstg. Co. Inc., Yakima, Wash., to increase power KTYW from 500 w to 1 kw, and application of Mission Bcstg. Co., for new station in San Jose, Calif., 1490 kc 250 w unl. Denial of Cascade Bcstg. Co. to increase power of KTYW is without prejudice to filing of application for CP on frequency 1460 kc, specifying DA giving protection to operations of grants made herein, and to KINY Juneau, Alaska, and other existing stations, and otherwise in conformity with Standards of Good Engineering Practice.

Adopted order making final supplemental proposed decision granting application of Newnan Bcstg. Co. for new station at Newnan, Ga., 1400 kc 250 w unl., cond., and application of volunteer State Bcstg. Co. Inc. for new station at Nashville, Tenn., 1300 kc 5 kw unl. DA.

BY A BOARD

AM—1440 kc

KMED Medford, Ore.—Granted CP increase D power from 1 kw to 5 kw and install new trans., operating on 1440 kc provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour.

Petition Granted

KCSM Colorado Springs, Col.—Granted petition to accept for filing application for mod. CP specifying trans. site and ant. system.

WMIK Middlesboro, Ky.—Granted petition for reinstatement of CP for new station 560 kc 500 w D, which was granted Dec. 5, 1946. Said application was reinstated in full force and effect, subject to cond. that petitioner, within 60 days from date of action, file application for mod. CP specifying trans. site and ant. system meeting requirements of Standards.

Studio Change

WTNS Roscoe, Ohio—Granted consent to change studio location from Roscoe to Coshocton, Ohio.

Records Deleted

KVCV Redding, Calif.—Granted authority to delete all records relative to CP and mod. CP, granted June 18, 1946, and Jan. 16, 1647, respectively.

AM—1600 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—Granted CP new station 1600 kc 1 kw D, engineering cond.

Hearing Designated

Weldon Lawson, Sequin, Tex.—Designated for hearing application for new station 1400 kc 250 w unl. in consolidated proceeding with application of Tri-County Bcstg. Co., requesting new station at Luling, Tex., 1420 kc 1 kw DA-N unl.

Radio Calumet Inc., Gary, Ind.—Designated for hearing application for new station 1270 kc 500 w D, in consolidated proceeding with application of Steel City Bcstg. Co. 1260 kc 250 w D. Denied petition Steel City Bcstg. Co. requesting reconsideration and grant of its application without hearing.

Petition Granted

Clarence J. and Bernice M. McCredie, Wenatchee, Wash.—Granted petition requesting that application for new station 1230 kc 250 w unl. be designated for hearing and ordered that KXLE Ellensburg, Wash. be made party to proceeding.

KWKW Pasadena, and Orange County Bcstg. Co., Santa Ana, Calif.—Granted petition of KWKW to designate for consolidated hearing its application with that of Orange County Bcstg. Co., and the application of KWKW to change frequency to 830 kc and increase power to 5 kw D, was designated for consolidated hearing with application of Orange County Bcstg. Co. for new station 850 kc 1 kw D.

Hearing Designated

Norman Bcstg. Co. and H. J. Griffith Bcstg. Co., Norman, Okla.—Designated for consolidated hearing application of Norman Bcstg. Co. with application of H. J. Griffith Bcstg. Co., both requesting 1400 kc 250 w unl.

Abilene Bcstg. Co. and Citizens Bcstg. Co., Abilene, Tex.—Ordered that record in this proceeding be reopened and that applications be designated for further

(*Continued on page 68*)

941
Three For One
941
TURN TO PAGE 32

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3378
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0198
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5870
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 1506R

ANDERSON & MERRYMAN
New York City
33 W. 42nd St.
Wis. 7-9391-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

WRCA TV
RCA Television

a revolutionary new studio camera

Produces sharp, realistic television pictures without hot lights

THIS IS IT! RCA's new studio camera which does for indoor productions what RCA's super-sensitive field camera equipment did for outside events! Television pictures produced with this camera are sharp and clear, contain half-tone shadings needed for natural-appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles . . . functions down to 25 foot candles.

This studio camera opens new fields of studio production. Is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

The turret-mounted lenses can be switched in a matter of seconds. Lens ranges from 35mm f/2.8 to 135mm f/3.8 cover all studio requirements. Depth of focus is such that refocusing is seldom required.

The "eye" of this camera is a new studio-type, image-orthicon tube. Circuits and components used with it are similar to those in RCA's field camera. Therefore, anyone familiar with the field camera can operate or service the studio camera without special training.

The only camera connection needed for operation is a flexible, lightweight cable less than an inch in diameter. Intercommunication facilities for the operator and built-in tally lights are provided to co-ordinate all programming directions.

* * *

Here, we believe, is a real aid to versatile, low-cost studio programming . . . brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements. Write Dept. 18-G-2.

STUDIO CAMERA CONTROL—one required for each camera . . . becomes part of video console . . . permits operator to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).

VIDEO CONSOLE—composed of studio and film camera controls, a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance . . . permits adding extra units at any time.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only
ZBM
Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

DOES THE JOB Alone
WOW
OMAHA
NBC*
590
5000 WATTS
*AFFILIATE
WRITE, WIRE or PHONE JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

FCC Actions

(*Continued from page 64*)

Decisions Cont.:

hearing on July 28, Washington to: (1) determine whether petition of Abilene Bcstg. Co. for leave to amend its application to show removal of Gene L. Cagle as officer, director and stockholder of applicant corporation and to retain application as amended in hearing docket; (2) to determine whether applicant corporations, or their respective officers, directors and stockholders, are legally, financially and otherwise qualified to construct and operate proposed stations, and (3) to determine on comparative basis which, if either, of applications in proceeding should be granted.

July 7 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Forrest City Bcstg. Co. Inc., Forrest City, Ark.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KSCO Santa Cruz, Calif.—Mod. CP which authorized new standard station to increase power from 1 kw D to 500 w N, 1 kw D, change hours from D to unl. and install DA-N.

WMMW-FM Meriden, Conn. — Mod. CP as mod. which authorized new FM station for extension of commencement and completion dates.

License for CP

The Western Connecticut Bcstg. Co., Area of Stamford, Conn.—License to cover CP which authorized new remote pickup station WRLS.

WNDB Daytona Beach, Fla.—License to cover CP which authorized new FM station. AMENDED to change ant. details.

Modification of CP

KTFI-FM Twin Falls, Ida.—Mod. CP which authorized new FM station for extension of completion date.

KTFI Twin Falls, Ida.—Mod. CP as mod. which authorized increase power, install new trans. and change studio location, for extension of completion date.

WGNA Chicago—Mod. CP which authorized new commercial television station to change type trans., to make changes in ant. system and to extend completion date.

WIRL-FM Peoria, Ill.—Mod. CP which authorized new FM station to specify trans. site and ant. system.

KIMV Hutchinson, Kan.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WTPS New Orleans, La.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WMAR Baltimore—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

Minnesota Bcstg. Corp., Area of Minneapolis—Mod. CP which authorized new remote pickup station KNGL, for extension of completion date.

FM—Unassigned

Kennett Bcstg. Corp., Kennett, Mo.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 306 w.

Union Bcstg. Co., Elizabeth, N. J.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 1 kw and ant. height above average terrain 153 ft.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP as mod. which authorized new commercial television station for extension of commencement and completion dates.

WGR Buffalo, N. Y.—Mod. CP which authorized increase power and changes in DA-N to make changes in ant. and ground systems, and for extension of completion date.

AM—1580 kc

Benlee Bcstg. Co., Patchogue, N. Y.—CP new standard station 1580 kc 250 w D.

AM—1380 kc

United Garage and Service Corp., Lakewood, Ohio—CP new standard station 1380 kc 500 w D.

Modification of CP

WFIL Philadelphia—Mod. CP as mod. which authorized increase power, install. new trans. and DA-DN and change trans. location, for extension of completion date.

KQV-FM Pittsburgh—Mod. CP which authorized new FM station for extension of commencement and completion dates.

American Colonial Bcstg. Corp., Arecibo, P. R.—Mod. CP which authorized new remote pickup station WILN for extension of commencement and completion dates.

WPRP Ponce, P. R.—Mod. CP which authorized change frequency, increase power, install. new trans. and DA-DN and change trans. location, to change trans. location.

AM—1520 kc

Frank A. Gandia, Pio Piedras, P. R.—CP new standard station 1520 kc 250 w unl.

License for CP

WOPI-FM Bristol, Tenn.—License to cover CP which authorized new FM station.

AM—930 kc

Dixie Bcstg. Co., Jackson, Tenn.—CP new standard station 930 kc 1 kw D.

Remote Pickup

Granite District Radio Bcstg. Co., Area of Salt Lake City, Utah—CP new remote pickup station on 133.03, 136.81, 134.85, 138.63 mc, 50 w, emission A3, hours in accordance with Sec. 4.403. Also CP new remote pickup station on 1622, 2058, 2150, 2790 kc and 133.03, 136.81, 134.85, 138.63 mc 50 w, emission A3 and hours unl. AMENDED to eliminate frequencies 133.03, 136.81, 134.85, 138.63 mc.

Modification of CP

WSVA-FM Harrisonburg, Va. — Mod. CP as mod. which authorized new FM station for extension of completion date.

AM—730 kc

Wyoming Bcstg. Co., Pineville, W. Va.—CP new standard station 730 kc 1 kw D.

Modification of CP

KRAL Rawlins, Wyo.—Mod. CP as mod. which authorized new standard station for extension of completion date.

License Renewal

WTCM Traverse City, Mich.—License renewal.

TENDERED FOR FILING

Modification of CP

WINZ Hollywood, Fla.—Mod. CP to specify new trans. location and install DA-D, using 1 kw unl. and DA on 940 kc.

AM—1550 kc

Guthrie Broadcast Corp., Guthrie, Okla.—CP new standard station 1550 kc 1 kw D.

AM—950 kc

Winchester Bcstg. Corp., Winchester, Va.—CP new standard station 950 kc 1 kw D.

Modification of License

WHAT Philadelphia — Mod. license change hours operation from one-third share time to equal time sharing with WTEL.

AM—1330 kc

Charles River Bcstg. Co., Waltham, Mass.—CP new standard station 1330 kc 1 kw D.

Assignment of License

WNGO Mayfield, Ky.—Consent to assignment of license to West Kentucky Bcstg. Co.

July 8 Decisions . . .

BY THE COMMISSION

Proposed Rule Making

Notice given of proposed rule making in matter of amendment of Sec. 5.21 of Part 5 of Rules and Regulations Governing Experimental Radio Services. Interested parties must file on or before July 23.

(*Continued on page 71*)

TALK on "Child Discipline" by Mrs. Aline Auerbach (second from l), head of family counseling service of Child Study Assn. of America, featured June 25 broadcast of *Second Mrs. Burton* on CBS. Program, heard Wednesdays, is sponsored by General Foods Corp., which since April 30 has been devoting part of each *Second Mrs. Burton* broadcast to a counsel talk on some matter of interest to American housewives and mothers. With Mrs. Auerbach are Max Wylie (l), program manager for Young & Rubicam, agency handling show for General Foods; David Levy, daytime radio supervisor for Young & Rubicam, and Mrs. Viola Burns, director of *Second Mrs. Burton*.

WCAX
BURLINGTON
VERMONT'S ONLY CBS STATION
SOON 5000 WATTS

Promotion

UNIQUE 14-page brochure has been prepared by WHN New York, to promote its "Newsreel Theatre of the Air" program. Cover of brochure is divided in center and represents stage curtains. When "curtains" are opened, first "film" segment appears, reading "WHN Presents 'Newsreel Theatre of the Air', 6-7 a.m., Mon.-Sat.; 7-8 a.m., Sun.; 11-12 midnight, Mon.-Sun." Each page of brochure is represented as a "film" segment. Format of show is given, stating that 12-minute newscast is repeated five times during each show to enable listeners who tune in late to get all of the news. Data on sales effectiveness of show is included along with reproductions of various promotion used for the series. Letter accompanying brochure states that some segments of show are now available for sponsorship.

Life Savers

SMALL PACKETS, each containing a roll of Life Savers, have been distributed to the trade by Howard Kallen, announcer at WHOM Jersey City, N. J. Promotional wrapper on the roll of candy reads, "There Are Times When the Right Announcer Can Prove a Life Saver to a Show." Mr. Kallen is heard nightly on "After Hours" show on WHOM.

Philco Brochure

BROCHURE titled "A Revolutionary New Kind of Television From Philco The Leader" is now being distributed by Philco Corp., Philadelphia, describing its new television receiver [BROADCASTING, June 30]. Booklet shows pictures of the many Philco television sets and explains, with illustrations, new Philco Micro-Lens projection system.

KLX Ballons

INFLATED BALLONS were mailed to the trade July 2 by KLX Oakland, Calif. Bearing the inscription, "KLX, No. 1 in Oakland," ballons were filled with helium and sealed in boxes. When box was opened, ballons, of course, shot out of box as impressive remainder of station.

Listeners' Picnic

PLANS are being made for "Listeners' Family Picnic" to be held July 31, sponsored by WRVA Richmond, Va. Participants will be able to swim, dance with music by cast of WRVA's "Old Dominion Barn Dance" and "Crossroads Symphony" program and witness hour-long broadcast of "Barn Dance." Contests for prettiest bathing girl, prettiest baby, oldest couple, etc., also will be staged.

Publishes History

HISTORICAL booklet has been published by Cedar Rapids Radio Council, formed by WMT that city, in 1940 and composed of educational organizations of the city. Booklet is titled "History of the Cedar Rapids Radio Council" and includes, in addition to chronological history of organization, statements of council's purpose and policies. Twenty-page publication contains pictures of members and events and is concluded with presentation of full constitution of the organization.

Caravan at Harrisburg

GREATLY INCREASED traffic was produced by the visit of RCA Victor-Allied Stores Television Caravan at Pomeroy's store in Harrisburg, Pa. (July 1-3), according to Arthur Jerome, television coordinator and sales promotion manager of Pomeroy's. Purpose of the Television Caravan is to bring television to the people [BROADCASTING, April 21, May 26, June 9 and 16], and Mr. Jerome indicated that an increase of at least 50% in store traffic was noticed during the event. Representatives of sponsors whose products were televised at each of three daily performances were pleased with the presentation and Mr. Jerome stated that television should definitely have a place in the promotional activities of department stores.

Birthday Folder

ANNOUNCEMENT of station's 10-weeks birthday is used as theme of latest promotion folder of WEEK Peoria, Ill. Cover of three-fold piece presents picture of baby holding large pie and carries inscription, "WEEK At 10 Weeks Delivers a Juicy Piece of the Peoria Pie." Inside of folder presents data on station's advertising accounts, pointed up with slogan "Never Too Young to Be Effective." Pictures and copy describe promotion activities of station, emphasizing opening stunt of "Born With WEEK" staged in conjunction with National Baby Week [BROADCASTING, May 12]. Back of folder lists all present sponsors of WEEK and programs they present.

Letters to "Flack"

AS PART of promotion for NBC "Colonel Humphrey Flack" show, Arthur C. Schoefield, advertising and sales promotion manager, KYW Philadelphia, sent out letters to all persons surnamed Flack located in city and suburban areas and asked them to listen in 8 to 8:30 p.m. each Thursday starting July 3. He also called each Flack family following show, asking their opinions. Letters were sent to all local publicity men.

Vidio Booklet

A NEW 16-page booklet titled "What's Your Television I. Q.?" has been prepared by RCA Victor Home Instrument Adv. Dept. for distributoin to consumers through franchised RCA Victor television dealers. Pocket-size brochure covers questions under general headings of "What Is Television?", "What It Costs," "About Television Pictures," etc.

Memo Minders

RECENTLY WSGN Birmingham distributed plastic "Memo Minders" to the trade. These "Memo Minders" are in red and clear plastic carrying the letters "WSGN—Alabama's Best Buy Far", in gold.

Rule Books

BASEBALL rule books are being supplied to sports fan listeners who write in for them by CJCA Edmonton, Alta. in conjunction with baseball leagues and manufacturers. Both international and local rule books are being distributed.

RCA Guide

A "QUICK Selection Guide" offering technical information on more than 200 RCA transmitting and industrial tubes is now available from RCA distributors, the RCA Tube Dept. has announced. In abridged folder form, guide presents dimensions, ratings and other information of interest to broadcast stations, laboratories, electronic-equipment manufacturers and other users of these types of tubes.

PRINTED CIRCUIT SET IS DESCRIBED BY SCIENTISTS

POSSIBILITY of combining a phonograph amplifier, AM receiver, FM receiver and television set into one small cabinet is discussed by National Bureau of Standards scientists in the July issue of *Domestic Commerce*, monthly publication of the Dept. of Commerce.

The printed electronic circuit, a method of printing the wiring and circuit components on an insulated surface developed by the Bureau, [BROADCASTING, Feb. 24] would be used in the new cabinet. Each circuit in the cabinet would be a separate subassembly built in plug-in fashion. Thus, the listener could plug in whichever circuit he desired at any particular time.

The printed circuit was developed in cooperation with electronic manufacturers for the tiny generator-powered proximity fuse and, according to the article, it "promises to simplify production methods and to accelerate the manufacture of cheaper, more compact and more uniform electronic equipment.

Promotion Personnel

DONALD E. ALLEN, former Naval public information officer, has been named to succeed **WILLIS B. BALLANCE** as night manager and publicity manager of KOA Denver. Mr. Ballance has rejoined KOA announcing staff, replacing **ED BRADY**, who has transferred to KPO San Francisco.

BOB NELSON, copywriter and special events m.c. at WARD Johnstown, Pa., is the father of a boy.

EDWIN W. BUCKALEW, CBS western division director of station relations, is on three week tour of affiliates in Pacific Northwest.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

★ ★ ★ ★ ★ ★

"Shopping by Radio"

New Program Idea Creates New Audience

Last year, WDRC's Program Dept. gave you the "Market Basket", the successful morning show that's doing a real selling job for a full quota of advertisers. Now, "Shopping by Radio", another original program, already has captured the morning audience from 9:15 to 9:45 with an excellent rating in a few short months. "Shopping by Radio" will sell your product to Hartford shoppers. Ask for details.

Wm. F. Malo, Commercial Mgr.

REPRESENTED BY RAYMER

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

★ ★ ★ ★ ★ ★

"IBCing you" . . . in INDIANAPOLIS

"Sportsman's Corner" Comes On —and the Week-enders Are Off!

Among the outdoor enthusiasts of Indiana, the week-end officially begins Thursday evening at 7:45 (C.D.S.T.), when "Sportsman's Corner" comes on the air via WIBC. With Public Events Director Gordon Graham as guide and chief yarn-spinner, "Sportsman's Corner" provides a fast-and-fun-packed fifteen minutes of late information on where the bass are biting and what conservation clubs are doing in outdoor Indiana. There's a prize every week for the best true story about hunting or fishing . . . and always a word about some special spots for the family's week-end outing. "Sportsman's Corner" has a firm hold on the ears of Hoosier anglers, nimrods and other out-of-doors fans. So, if your product is designed for their use, contact your John Blair Man for complete details.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)
5000 WATTS—SOON!

COMPLETE PRODUCTION FACILITIES FOR: SPOT ANNOUNCEMENTS —SHOWS—BANDS—AIR CHECKS—LINE CHECKS

Everything you need for your radio work.
Chicago's Largest Independent Studio
State 5635
Universal RECORDING CORP.
42nd Floor
20 N. Wacker Drive
Amb. 2142—CHICAGO 6—State 5635

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA
B.B.M.
5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N. Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

341
Three For One
TURN TO PAGE 32

USING portable tape recorder, KWJB Globe, Ariz., is planning new travel series along theme of "Post-War Vacation with KWJB to San Francisco." Willard Shoecraft, KWJB program director, and associate will travel to Lions Club International Convention in San Francisco latter part of July, and will originate ten broadcasts along the way on the recorder. Series will be sponsored by Globe Ford Dealer (trip will be made in 1947 Ford convertible) and local Richfield Oil distributor. Newspaper campaign has been outlined using lead, "Go to Frisco With KWJB," and special pre-program announcements and features will precede trip which will cover over 2,000 miles of automobile travel.

'Table Talk'

COMBINATION of audience participation, man-on-the-street broadcast and musical show constitutes new program "Table Talk" heard on WILS Lansing, Mich. Bud Kauffman, m. c., interview diners at Lansing's Hut Steak House, sponsor of series, asking questions designed to draw musical preference from interviewee. Portable radio is used as studio fills request by recording, transcription or live talent. Photographer takes pictures of each interviewee, who later receives print. "Table Talk" is a copyrighted feature and is aired five-times weekly at 11:45 a. m.

News Features

INCREASING its news coverage and service, WLBR Lebanon, Pa., has added three new features to its schedule. Daily ten-minute local news program from Harrisburg, state capital, has been started, titled "Capital City Daily." Program consists principally of strictly local news of Harrisburg and legislative news is presented only in headline or bulletin manner. News from six small communities in WLBR area is presented in series of six weekly news programs set up much like small weekly newspaper. News of one particular community is used each day. Third new feature is "Local News Review," sponsored by local insurance broker. Review is rewrite of station's local news programs of the day and is presented at 7 p.m. to reach listeners who missed other programs.

'Fashions In Music'

LATEST FASHIONS and musical selections are theme of new feature on CKNW New Westminister, B. C., sponsored by W. S. Collister Ltd., local ladies ready-to-wear store. Titled "Fashions in Music," show is aired daily 11:45-12 noon. Program is currently featuring contest in which listeners are asked to make as many words as they can from phrase, "Quality Pays." First, second and third prizes are $60, $30 and $10, respectively.

Race Coverage

ANNUAL 153-mile endurance ride of Range Riders from Billings, Mont. to Miles City was handled by KRJF Miles City, June 23 and 24. Station broadcast start of race from Billings, describing the horses, riders and spectators. Remote equipment was then moved to Custer, first lay-over point in race, and arrival of horses and their departure was described. From Forsyth, second lay-over point, to Miles City, KRJF followed riders by plane, short-waving running account of race to the station which aired the news for 15 minutes each hour. Finish of the race and crowning of winning horse was aired as Queen Virginia, queen elected on MBS "Queen for a Day" program, placed wreath of roses on winner.

Travel Tips

TIPS ON weekend travel is new weekly feature introduced by WTAG Worchester, Mass., called "Weekend Travel Guide." Gretchen Thomas, who conducts show, motors to interesting places in New England on Sunday and on Monday broadcasts recommends various destinations that make ideal Sunday drives.

'Yock' Meter

IMAGINARY DEVICE for measuring quality of jokes is latest feature on "Broadway Bandwagon," record show over WJHP Jacksonville, Fla. Charlie Harris, WJHP engineer, conceived machine to be huge affair, capable of producing all manner of sounds and noises, and through devious processes, measuring jokes in terms of "yocks." Listeners send in jokes and they are presented on "Broadway Bandwagon." Engineer Harris then utilizes his imaginary machine and judges jokes. After proper noises have issued from machine, he gives results of "yocks." Poor jokes receive sarcastic or sneering "yocks"; dialect jokes receive "yocks" corresponding to dialect in joke and good jokes result in healthy "yocks" and all the racket two turntables sound effects records make. Prizes are awarded for good "yocks."

PROGRAMS

Public Announcements

TO INTEGRATE local public service announcements which flood the station, new program titled "Johnstown Calendar" has been started on WARD Johnstown, Pa. Designed for housewife audience, show comprises music and reading of announcements of meetings of civic bodies and other important civic data. Feature is aired Mon. through Fri. in afternoon time.

Reading of Classics

FOR LISTENERS who are unable to read all the books they enjoy, new program titled "Story Time" has been started on WOL Washington. Larry Gehrarty, announcer for series, reads a chapter each day from some English classic. He will read each entire book. Listeners choose books to be read by writing to station requesting their favorite. Book receiving largest vote is used and listener writing best request letter is awarded set of works of Edgar Allen Poe. Aired Mon.-Fri. 10-10:15 a.m., series started on WOL July 7, and is now featuring reading of "Wuthering Heights."

Local Interviews

INTERVIEWS with employer, employes and customers of different local business establishments constitutes new program "A Tour of Hot Springs" over KTRS Hot Springs, Ark. These interviews are recorded and then played back every evening to give people interviewed a chance to listen to themselves on the air. Show is aired Mon.-Fri. 6:15 p.m.

Public Opinion Poll

CHICAGO public opinion radio poll is currently being conducted by WAIT Chicago, to obtain reactions of public to problems of the day. Station has assigned staff announcer, Paul Ruhle, to lobby of Continental Hotel where each day, at 12 noon, he interviews guests on such pertinent questions as those of compulsory military training, enforcement of jay-walking laws, limiting the tenure of presidency, and others.

Story Fair

FULL-HOUR VARIETY show for children was scheduled to have its premiere on WNYC New York, on Saturday morning, July 12. Titled "Saturday Morning Children's Story Fair," program's format is modeled on a country fair and includes an original children's opera and a children's symphony with adult musicians. Shows are produced by Al Marshack, WNYC musical director, written by Beth Harber and directed by Asa Berlin.

Pantry Gossip

INTERVIEW program, "What Cooks in Hollywood," is being transcribed by The Bemis Co., Hollywood program producer. With Perry Ward as interviewer, quarter-hour programs will feature cooks, butlers and maids of noted film stars, discussing their employer's culinary favorites and pantry gossip about the household. Archie Scott handles production.

U. N. Day

TO CREATE interest of local citizens in the United Nations, Bound Brook, N. J. recently proclaimed a municipal U. N. Day and held a city-wide rally in its observance. Highlight of the day was the presentation of a resolution, signed by nearly every citizen of the community indicating wholehearted interest and backing of efforts of U. N., to Congressman Charles A. Eaton of New Jersey. WCTC New Brunswick, covered the rally in newscasts, recorded interviews and remote broadcasts, and used series of spot announcements to publicize event. WCTC is now arranging to carry a transcribed "U. N. Newsreel" as permanent program feature, to bring local aspects of the issue to listeners more effectively than through generalization.

Young Vocalists

FIRST BABY born each month in a quad-city hospital is named "Baby of the Month" and his or her cries are recorded for use on "Rockaby Time," program aired daily over WHBF Rock Island, Ill. Sponsor, Kay Furniture Co. of Davenport, gives each "Baby of the Month" a high chair, and provides a bed-side radio for mother during her stay in hospital, enabling her to hear program with her baby's radio appearance. Station also presents mother with recording of program.

Facts About Cancer

DOCUMENTARY dramatizations presenting facts about cancer are presented in 13-weeks series which started July 6 on WTAM Cleveland. Titled "That These May Live," series follows closely the current campaign of American Cancer Society to fight cancer through education. Written and produced by Tom O'Connell, show is aired Sun. 10-10:30 p.m. and is made possible through cooperation of NBC and Cleveland Chapter of AFRA, whose members are donating their service to campaign against cancer.

Musical Narrations

MOOD PICTURE of life in America with narrations blending into folk songs is format of new show "This Is America," which started July 6 on WTMJ Milwaukee. Aired Sun., 12:15 p.m., show features words and songs by Norman Clayton with Jane Jarvis at the organ.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

FCC Actions

(Continued from page 68)

July 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYSC Yuma, Ariz.—Mod. CP which authorized new standard station to make changes in DA.

AM—1230 kc

KOTN Pine Bluff, Ark.—CP to change frequency from 1490 to 1230 kc and make changes in trans. equipment. Contingent upon KGHI being assigned 1250 kc.

FM—Unassigned

San Gabriel Valley Broadcasting Co., Monrovia, Calif.—CP new FM station on frequency to be assigned by FCC, ERP 166 w and ant. height above average terrain 1222 ft.

License for CP

KEEN San Jose, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WQQW Washington, D. C.—Voluntary assignment of license to Radio Station WQQW Inc.

FM—96.3 mc

Mercantile Bcstg. Co., Miami Beach, Fla.—CP new FM station (Class B) on Channel 242, ERP 13.4 kw and ant. height above average terrain 150 ft.

AM—1340 kc

WMLT Dublin, Ga.—CP to install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WMAZ Macon, Ga.—Mod. CP which authorized increase power and changes in trans. equipment to install new trans.

AM—1520 kc

Lake County Bcstg. Corp., Hammond, Ind.—CP new standard station 1520 kc, 5 kw D DA.

FM—94.7 kw

Southwest Iowa Bcstg. Co., Creston, Iowa.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 94.7 kw.

Modification of CP

WHIR Danville, Ky.—Mod. CP which authorized new standard station to specify 250 w to change type trans. and for approval of ant. and trans. location.

FM—95.5 mc

Key Bcstg. Corp., Baltimore—CP new FM station (Class B) on Channel 238, 95.5 mc, ERP 20 kw and ant. height above average terrain 500 ft.

Modification of CP

WBMD Baltimore—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WTVO Detroit—Mod. CP which authorized new commercial television station to change frequencies from Channel 2 54-60 mc to Channel 5 76-82 mc.

KWOA Worthington, Minn.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

KIMO Independence, Mo.—Mod. CP which authorized new standard station to change type trans. and to make changes in vertical ant.

HIGH PRESSURE

Yuma, Ariz. Station Discovers New Survey Method

MOST STATIONS, if they want to know how many listeners they have, turn to Hooper or BMB, but not so for KYUM Yuma, Ariz. which uses its own "water pressure" system.

It seems that when the thermometer hits 110 to 115 degrees in Yuma, the townspeople go out in the yards and sprinkle their lawns in the evenings. But when their favorite programs come on, they shut off the hose and go in to listen, causing the water pressure to go up. When they decide to abandon the radio for more sprinkling, it goes down.

"Since we are the only signal coming in," says KYUM, "it's a cinch."

Assignment of License

KAVR Havre, Mont.—Voluntary assignment of license to KAVR Inc.

Modification of CP

WKOP Binghamton, N. Y.—Mod. CP as mod. which authorized new standard station to change type trans.

FM—Unassigned

Crosley Bcstg. Corp., N. Y.—CP new FM station (Class B) on frequency to be assigned by FCC ERP 10.5 kw and ant. height above average terrain 637 ft.

Modification of CP

WENA Bayamon, P. R.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

WJVW Chattanooga, Tenn.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WLDY Ladysmith, Wis.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

APPLICATION RETURNED

FM—Unassigned

Howard Payne College, Brownwood, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc band, ERP 2890 kw. RETURNED June 30, charter not properly certified.

TENDERED FOR FILING

AM—1340 kc

San Luis Obispo Bcstg. Co., San Luis Obispo, Calif.—CP new standard station 1340 kc 250 w unl.

AM—1010 kc

Mohawk Bcstg. Co., Mason City, Iowa—CP new standard station 1010 kc 1 kw D.

Assignment of CP

WKOP Binghamton, N. Y.—Consent to assignment of CP to The Binghamton Bcstrs. Inc.

AM—930 kc

WRRF Washington, N. C.—CP to change hours from D to unl., power from 5 kw-D to 1 kw-N 5 kw-D and install DA-N.

Modification of CP

W. Albert Lee, Houston, Tex.—Mod. CP to make changes in DA, operating with power of 5 kw unl. and DA-N on 610 kc.

AM—690 kc

WCYB Bristol, Va.—CP increase power from 5 to 10 kw D and install new trans.

July 9 Decisions . . .

BY THE SECRETARY

KOMA Oklahoma City—Granted license for increase in power to 50 kw install new trans. and DA-N and change trans. location.

KATL Houston, Tex.—Granted license for new station 1590 kc 1 kw DA unl.

WKLV Blackstone, Va.—Granted license for new station 1490 kc 250 w unl.

WWON Woonsocket, R. I.—Granted license to use old main trans. at present location of main trans. for aux. purposes only with 250 w.

KCTX Childress, Tex.—Granted license for new station 1510 kc 250 w D and to specify studio location.

KSEO Durant, Okla.—Granted license for new station 750 kc 250 w D.

WOTW Nashua, N. H.—Granted mod. CP change type trans. and make changes in vertical ant. and to specify studio location.

KSAC Manhattan, Kan. — Granted mod. CP for extension of completion date to 9-21-47.

KWTC Barstow, Calif.—Same to 9-19-47.

WWON Woonsocket, R. I.—Granted license covering installation of new trans.

WCON Atlanta, Ga.—Granted mod. CP for extension of completion date to 2-6-48.

KVOX Moorhead, Minn. — Granted mod. CP for extension of commencement and completion dates to 9-15-47 and 2-15-48, respectively.

WTSP St. Petersburg, Fla.—Granted mod. CP for extension of completion date to 12-14-47.

WASK Lafayette, Ind.—Same to 8-1-47.

WEXT Milwaukee, Wis. — Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WIBK Knoxville, Tenn. — Granted mod. CP to change type trans., make changes in vertical ant. and change name of applicant from Independent Bcstg. Corp. to Independent Bcstg. Co.

WJDA Quincy, Mass.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. location.

WKDK Newberry, S. C.—Granted license covering installation of new trans.

WLAM Lewiston, Me.—Granted mod. CP to change type trans., make change in ground system and specify studio location.

KRUN Ballinger, Tex.—Granted mod. CP to change type trans., for approval of ant. and trans. locations and to specify studio location.

WKNS Kinston, N. C.—Granted mod. CP for approval of ant. and trans. location, and to specify studio location.

WJHP-FM Jacksonville, Fla.—Granted mod. CP for extension of completion date to 10-18-47.

WRC-FM Washington, D. C.—Same to 10-15-47.

WNHC-FM New Haven, Conn.—Same to 9-1-47.

KBON-FM Omaha, Neb.—Same to 11-6-47.

WCJT Louisville, Ky.—Same to 11-25-47.

KSFO-FM San Francisco—Same to 9-14-47.

KFXD-FM Nampa, Ida. — Same to 1-7-48.

WGPA-FM Bethlehem, Pa.—Same to 10-1-47.

KSEI-FM Pocatello, Ida.—Same to 10-1-47.

WHA-FM Madison, Wis. — Granted mod. CP for extension of time to 9-1-47 in which to complete construction of noncommercial educational station.

Scripps-Howard Radio Inc., Portable-Mobile, Area of Cleveland—Granted CPs and licenses for two new exp. television relay stations.

WROV-FM Roanoke, Va.—Granted mod. CP for new FM station to extend completion date to 1-20-48.

WMCK-FM McKeesport, Pa.—Same to 9-16-47.

WAIR-FM Winston-Salem, N. C.—Same to 8-21-47.

WNDR-FM Syracuse, N. Y.—Same to 9-15-47.

(Continued on page 72)

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region*
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 Kc. NOW 5000 KW.
REPRESENTATIVE: WEED & CO.

THE ONE YARD STICK
You can measure the value of a radio station only by its power to produce sales in profitable volume. WAIR is one of the outstanding money-makers of the country. Want more facts? Write! Wire! Call!
WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

9 OUT OF 11
FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOCS REGULARLY.
* Survey figures available
AM KOCS FM
ONTARIO CALIFORNIA

KOAM FM

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

That very highly Hooper-rated

Sales-Results Premeditated

ABC Affiliated

Station in Des Moines

"THE STATION WITH THE PERSONALITIES"

KRNT
DES MOINES
A Cowles Station
Member Mid States Group
Represented by
The KATZ AGENCY

FCC Actions

(Continued from page 71)

Decisions Cont.:

WMBR-FM Jacksonville, Fla.—Same to 9-25-47.

WBNY-FM Buffalo, N. Y.—Same to 10-27-47.

KFSD-FM San Diego, Calif.—Same to 12-5-47.

KROC-FM Rochester, Minn.—Granted mod. CP for extension of commencement and completion dates to 8-1-47 and 2-1-48.

KOMA-FM Oklahoma, City—Same to 6-1-47 and 10-28-47, respectively.

WCNB Connersville, Ind.—Same to 6-29-47 and 9-29-47, respectively.

WBOE Cleveland—Granted mod. CP for extension of completion date to 11-29-47.

KVOS Bellingham, Wash.—Granted license to cover CP for increase in power to 1 kw, install new trans. and DA-DN and change trans. location.

WHAV Haverhill, Mass.—Granted license to cover CP for new station 1490 kc 250 w unl., and to specify studio location.

KPBX Beaumont, Tex.—Granted license for new station 1380 kc 1 kw D.

WTPR Paris, Tenn.—Granted license for new station 710 kc 250 w D.

KVSF Santa Fe, N. M.—Granted license covering installation of new trans. new vertical ant., move of trans. and studio location, and change frequency to 1260 kc, increase power to 1 kw.

WIKC Bogalusa, La.—Granted license for new station 1490 kc 250 w unl.

KGBS Harlingen, Tex.—Granted license covering installation of new vertical ant. with FM ant. mounted on top.

WGNH Gadsden, Ala.—Granted license for new station 1400 kc 250 w unl.

WJSW Altoona, Pa.—Granted license for new station 650 kc 250 w D; cond.

WGWR Asheboro, N. C.—Granted license for new station 1260 kc 1 kw D.

WNBN Bear Creek Twp., Mich.—Granted license for new station 1340 kc 250 w unl.

The Conestoga Television Assn. Inc., Salisbury Twp., Lancaster County, Pa.—Granted CP for reinstatement of permit which authorized new exp. TV relay station W3XBR.

WHCC Waynesville, N. C.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to change studio location.

WEAS Decatur, Ga.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

WKRZ Oil City, Pa.—Granted license which authorized installation of new trans.

KWFT Wichita Falls, Tex.—Granted mod. CP to make changes in DA and mount ant. on SE tower, and for extension of completion date to 12-7-47.

KOAM Pittsburg, Kan.—Granted license for change in frequency to 860 kc, increase in power to 5 kw-N 10 kw-LS, change hours to unl., install new trans. and DA-N and change trans. location.

WPIT Pittsburgh, Pa.—Granted license for new station 730 kc 1 kw D and to specify studio location.

WCTT Corbin, Ky.—Granted license for new station 1400 kc 250 w unl.

WTVW Washington, D. C.—Granted mod. CP for extension of completion date to 12-26-47.

WRTB Waltham, Mass.—Same to 1-16-48.

Allen B. DuMont Labs. Inc., Portable-Mobile, Area of Washington, D. C.—Granted license for new exp. television relay station W3XHD. Same for W2XQW New York.

WHHT Durham, N. C.—Granted mod. CP to change trans. location (geographic coordinates change) description remains Durham, N. C.

WEAR Pensacola, Fla.—Granted license for new station 1490 kc 250 w unl. and for change of studio location.

WJEL Springfield, Ohio—Granted mod. CP to specify power of 500 w, change type trans., make changes in vertical ant. and mount FM ant. on top of AM tower.

KEVR Seattle, Wash.—Granted mod. license to change corporate name from Western Waves Inc. to King Bcstg. Co.

WEXL Royal Oak, Mich.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WJRI Lenoir, N. C.—Granted license for new station 1340 kc 250 w unl.

WWPF Palatka, Fla.—Granted license for new station 800 kc 250 w D; cond.

WCCP Savannah, Ga.—Granted license for new station 1450 kc 250 w unl.

WHIM Providence, R. I.—Granted license for new station 1110 kc 1 kw D and to specify studio location.

WHBT Harriman, Tenn.—Granted license for new station 1230 kc 250 w unl.

WKIL Kankakee, Ill.—Granted mod. CP for extension of time to 8-20-47 in which to construct new FM station.

KOMO-FM Seattle, Wash.—Same to 12-16-47.

WJBO Baton Rouge, La.—Granted mod. CP for extension of completion date to 1-25-48.

WHHM-FM Memphis, Tenn.—Granted mod. CP for extension of commencement and completion dates to 5-18-47 and 11-18-47, respectively.

Emporia Bcstg. Co. Inc., Portable, Area of Emporia, Kan.—Granted license for new remote pickup station KLPM to be used with standard station KTSW.

WSAN Allentown, Pa.—Granted mod. CP for extension of completion date to 9-1-47.

WRFD Worthington, Ohio—Same to 9-8-47.

WPIO Piqua, Ohio—Granted mod. CP for approval of ant. and of trans. and studio locations.

WORD Spartanburg, S. C.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WADE Wadesboro, N. C.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to change studio location.

WKRZ Oil City, Pa.—Granted CP install new vertical ant., mount FM ant. on AM tower and change trans. and studio locations.

WONO Oneonta, N. Y.—Granted mod. CP for approval of ant. and approval of trans and studio locations.

KTBI Tacoma, Wash.—Granted license covering change to 810 kc 1 kw D and change type trans. and trans. site.

WKOX Framingham, Mass.—Granted license for new station 1190 kc 1 kw D.

KBYE Oklahoma City—Granted license for new station 890 kc 1 kw D

KDLK Del Rio, Tex.—Granted license for new station 1230 kc 250 w unl.

KNET Palestine, Tex.—Granted license for increase in power to 250 w and installation of new trans.

Miami Bcstg. Co., Mobile, Area of Miami, Fla.—Granted mod. CP WRGF for extension of completion date to 11-16-47.

KRIO McAllen, Tex.—Granted mod. CP for extension of completion date to 7-2-47.

KTRE Lufkin, Tex.—Granted mod. CP to change type trans.

KONP Port Angeles, Wash.—Granted license covering installation of new trans.

KAKC Tulsa, Okla.—Granted CP mount FM ant. on AM tower.

KLIK San Diego, Calif.—Granted mod. CP for extension of completion date to 10-7-47.

KVAN Vancouver, Wash.—Same to 8-15-47.

WCAZ Carthage, Ill.—Same to 9-18-47.

WCOC Meridian, Miss.—Same to 7-19-47.

WHAS Louisville, Ky.—Same to 7-14-47.

KPSC Phoenix, Ariz.—Same to 9-25-47.

WSB Atlanta, Ga.—Same to 9-2-47.

KLUF Galveston, Tex.—Granted CP mount FM ant. on AM tower.

KICD Spencer, Iowa—Granted CP install new vertical ant. and mount FM ant. thereon.

WSBT South Bend, Ind.—Granted mod. CP change type trans. and for

Gittinger to Head CBS Fall Promotion Clinic

WILLIAM C. GITTINGER, CBS vice president in charge of sales, will be in overall charge of the first CBS Promotion Managers Clinic scheduled to be held at the network's New York headquarters Sept. 8-10. This was announced last week by David Frederick, CBS director of advertising and sales promotion.

Co-chairmen of the clinic are Mr. Frederick and Thomas D. Connolly, CBS director of program promotion. The network's other department heads—research, sales, program, press information, etc.—will address the promotion managers. Time buyers and radio promotion and publicity directors of leading advertising agencies also will speak, according to CBS.

'School' Shows Rebroadcast

NINE of the best CBS "School of the Air" programs of last five years will be rebroadcast on Tuesday nights from 10:30 to 11 from Aug. 5 through Sept. 30. Series is intended as a "Showcase" to acquaint adult listeners with the entertainment and educational value of such programs, CBS said.

PERON'S AD COUP

Argentine President Pushing Government Control

THE June issue of the magazine *United Nations World* features an exclusive interview with the publishers of *La Prensa*, liberal Buenos Aires daily. According to the article, Juan D. Peron, Argentina's strong-man president, is seeking to railroad through Congress a bill which would place all advertising in Argentina under Government control.

Advertising would be thrown into a common pool set up under the Central Office of Advertising. It would then be distributed "equitably" to all newspapers. Thus Argentina's Fascist-tinged Government would be able to maintain an even closer rein on advertising than heretofore, besides the graft potentialities. And, the article adds, an advertisement earmarked for *La Prensa* might well be "misrouted" and appear in Evita Duarte de Peron's *Democracia* instead.

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

extension of completion date to 180 days after grant.

KVON Napa, Calif.—Granted mod. CP to change type trans.

WDNE Elkins, W. Va.—Granted mod. CP for approval of ant., change type trans., for approval of trans. and studio locations.

KELP El Paso, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KLOU Lake Charles, La.—Granted license for new station 1580 kc 1 kw DA unl. and to specify studio location.

July 10 Decisions . . .

BY A BOARD

FM Grants

Authorized two conditional FM grants for Class A and Class B stations, subject to further review and approval of engineering details. Also granted CPs three Class A outlets and nine Class B stations. Other CPs granted one Class A and five Class B stations in lieu of previous cond. See story this issue.

AM—910 kc

Orangeburg Radio Co., Orangeburg, S. C.—Granted CP new station 910 kc 1 kw D; engineering cond.; and subject to further cond. that Frank B. Best Jr. dispose of his interest in WRNO Orangeburg.

AM—1150 kc

News-Journal Corp., Daytona Beach, Fla.—Granted CP new station 1150 kc 1 kw D; engineering cond. (Commissioner Durr voting for hearing.)

AM—1420 kc

Arecibo Bcstg. Co., Arecibo, P. R.—Granted CP new station 1420 kc 1 kw and non-directional ant.; engineering cond. and also subject to cond. that operation not be commenced until after subject frequency is vacated by WPRP.

Modification of CP

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted mod. CP to change DA-D.

WNAO Raleigh, N. C.—Granted mod. CP to make changes in DA, mount FM ant. on top of AM tower and change trans. location; engineering cond. re radiation.

AM—1350 kc

Norwalk Bcstg. Co., Norwalk, Conn.—Granted CP new station 1350 kc 500 w D; engineering cond.

AM—1340 kc

Kosciusko Bcstg. Co., Kosciusko, Miss.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

AM—1240 kc

Ishpeming Bcstg. Co., Ishpeming, Mich.—Granted CP new station 1240 kc 250 w unl.

AM—1340 kc

Oroville Mercury Co., Oroville, Calif.—Granted CP new station 1340 kc 250 w unl.; engineering cond. and also subject to cond. that operation not be commenced until after subject frequency is vacated by KCRA.

AM—1230 kc

The Wiregrass Bcstg. Co., Enterprise, Ala.—Granted CP new station 1230 kc 250 w unl.; engineering cond. and provided that no operation shall commence until outstanding CP of WDLP Panama City, Fla., for 590 kc, is covered by license.

Hearing Designated

WDSU New Orleans—Designated for hearing application for consent to assignment of license of AM station WDSU and WDSU-FM from Stephens Bcstg. Co. to International City Bcstg. Corp.

Assignment of License

WHBL Sheboygan, Wis.—Granted assignment of license of AM station WHBL and conditional grant of WHBL-FM from Press Pub. Co. to WHBL Inc. corporation owned by same persons; no money involved.

Transfer of Control

WCOS Columbia, S. C.—Granted consent to transfer of control of WCOS from all owners of issued and outstanding stock of licensee to Radio Columbia for consideration of $205,153 cash.

AM—1470 kc

Pauls Valley Bcstg. Co., Pauls Valley, Okla.—Granted CP new station 1470 kc 250 w D.

Hearing Designated

Lewis Service Corp., Weston, W. Va.—Designated for hearing application for new station 1450 kc 250 w unl.

Charlotte News Pub. Co., Charlotte, William J. Brennan, Winston-Salem; Walter Olin Nesbit, Charlotte; and Surety Bcstg. Co., Charlotte, N. C.—Adopted memorandum opinion and order designated for hearing in consolidated proceeding with each other and with application of T. Julian Skinner, Jr., Charlotte, N. C., applications of Charlotte News Pub. Co. (930 kc 5 kw unl. DA-2), Brennan (940 kc 5 kw D), Nesbit (930 kc 1 kw D) and Surety Bcstg. (930 kc 1 kw-N 5 kw-LS DA-N unl).

Petition Denied

WWNR Beckley, W. Va.—Adopted memorandum opinion and order denying petition of WWNR for reconsideration directed against action of Commission granting without hearing application of Daily Telegraph Co. to increase power of WHIS Bluefield, W. Va. to 5 kw, install new trans. and install DA-N.

Hearing Designated

Radio Lakewood and United Garage and Service Corp., Lakewood, Ohio—Designated for consolidated hearing applications of Radio Lakewood for new station 1380 kc 250 w D and United Garage and Service Corp. seeking same frequency with 500 w D.

Thomas G. Harris, et al, Austin and Williamson County Bcstg. Co., Taylor, Tex.—Designated for consolidated hearing applications for new stations 1260 kc 1 kw D at Austin and Taylor, respectively.

License Renewal

KRSC Seattle, Wash.—Granted renewal of license for period ending May 1, 1950.

WJAC Johnstown, Pa.—Granted renewal of license for period ending Aug. 1, 1950.

WNEX Macon, Ga.—Same.

License Extended

WWJ Detroit, Mich.—Directed that license for operation of WWJ be extended upon temporary basis to Aug. 1, 1947, pending receipt of renewal application.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,294 licensed, 521 construction permits, 659 applications pending (of which 412 are in hearing); FM—48 licensed, 831 initial authorizations, 636 CPs and rest conditional grants, 148 applications pending (83 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); non-commercial educational FM—six licensed, 33 CPs, 10 applications pending.

July 10 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

KXOA Sacramento, Calif.—Authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

San Diego Bcstg. Co. Inc., San Diego, Calif.—CP new FM station (Class B) on frequency to be assigned by FCC and ant. height above average terrain 500 ft.

Modification of CP

KEEN San Jose, Calif.—Mod. CP, as mod., which authorized new standard station, to change studio location.

KVWN Grand Junction, Col.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

Assignment of CP

WQQW-FM Washington, D. C.—Voluntary assignment of CP to Radio Station WQQW Inc.

AM—1400 kc

WATL Atlanta, Ga.—Authority to determine operating power by direct measurement of ant. power.

WDWS Champaign, Ill.—Authority to determine operating power by direct measurement of ant. power.

FM—100.5 mc

Edge & Korsmeyer, Jacksonville, Ill.—CP new FM station (Class B) on Channel 263, 100.5 mc ERP 3 kw and ant. height above average terrain 218 ft.

AM—1450 kc

WASK Lafayette, Ind.—CP to install old main trans. for aux. purposes only with power of 250 w.

Modification of CP

KAYS Hays, Kan.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WREN Topeka, Kan.—Mod. CP which authorized increase in power, install DA-DN and change trans. and main studio locations for approval of DA, to change type trans. and to specify studio location.

WLOU Louisville, Ky.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

KSLO Opelousas, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WGUY Bangor, Me.—Mod. CP, as mod., which authorized new standard station to change name of applicant from Portland Bcstg. System Inc., to Guy Gannett Bcstg. Services.

WGUY-FM Bangor, Me.—Mod. CP, as mod., which authorized new FM station to change corporate name to Guy Gannett Bcstg. Services.

Modification of License

WGAN Portland, Me.—Mod. license to change name of licensee from Portland Bcstg. System Inc. to Guy Gannett Bcstg. Services.

License for CP

WHDH Boston—License to cover CP which authorized installation of aux. trans.

WSLI Jackson, Miss.—License to cover CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

WJQS Jackson, Miss.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

KBMY Billings, Mont.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KXLO E. of Lewistown, Mont.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAP-FM Asbury Park, N. J.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

(Continued on page 75)

CBS STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—*National Representative*
KTUL TULSA KOMA OKLA. CITY

Airmark of Distinction
The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.
WBAP
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

KSFO
SAN FRANCISCO
560
Wesley I. Dumm, President
Philip G. Lasky, Vice-President
MUSIC PAYS OFF
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

RESULTS COUNT—

● Lazarus Department Store selected the "Sportsmen's Club"—another WILK studio-built production—to introduce new sports shop to the fishermen and hunters of Wyoming Valley—Pennsylvania's 3rd largest market.

● See Adam J. Young Jr., Inc., for information about the job that can be done for you by

WILK

Wilkes-Barre's ABC station

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Trends

(*Continued from page 13*)

to between 50 and 75% of its budgets. More than one-third of the panel (37%) knew about where between 75 and 99% of its radio money would be spent. 15% had completed plans for fall time purchasing.

When asked:

"How does this compare with this time a year ago?"

The agency man replied:

	% of all respondents
More already planned	35%
Less already planned	21
Same already planned	38
No answers	6
	100

More than one-third (35%) of the panel reported that they had already planned more of their radio expenditures for the fall than were settled at the same time last year. 21% reported that they were behind last year's schedule, and 38% that they were about as far ahead on expenditures planning this year as at the same time last year.

The next question asked takes on additional significance in view of the fact that a majority of the panel expect to spend more money on spot business this year than last (question 1 above).

"As now set up, approximately what portion of your fall spot expenditures will be for programs and how much will be for announcements?"

Agency plans for dividing their fall spot budgets between programs and announcements show considerable range of variation. (See Table III). On the average, they expect to spend about as much spot money on programs as on announcements.

Few agencies plan to use either programs or announcements exclusively: only 6% expect to spend all of their spot money on programs, only 1% expect to devote their entire budget to announcements.

About as many (21%) will devote three-quarters or more of their money to programs (and only 25% or less to announcements) as say the opposite—22% will spend over 75% in announcements and under 25% in programs.

Some 16% expect to spend the major part of the budgets (50-75%) in programs, leaving 26-50% for announcements; while a few more (20%) will spend between half and three-quarters on announcements, leaving between 25 and 50% for programs.

Fifteen percent of the panel either were unable or refused to answer the question:

"Does this apportionment between programs and announcements differ from last fall? If so, in what way?"

	% of all respondents
More Programs	22%
More Announcements	34
No Difference	19
Indefinite or no answer	25
	100

Twenty-two percent reported fall plans for spot time call for more program purchases than last year, while 34% will buy more announcements. About one out of five (19%) agency executives report that their budgets will be spent in the same way as last year. One quarter of the panel were indefinite or failed to answer.

Second report on the fall business survey will appear in July 28 issue of BROADCASTING.

TABLE III

"As now set up, approximately what portion of your fall spot expenditures will be for programs and how much will be for announcements?"

% for program	% for announcements	% of all respondents
100 %	and 0 %	6 %
90 - 99	and 1 - 10	7
80 - 89	11 - 20	7
70 - 79	21 - 30	10
60 - 69	31 - 40	4
50 - 59	41 - 50	9
40 - 49	51 - 60	8
30 - 39	61 - 69	6
20 - 29	70 - 79	14
10 - 19	80 - 89	10
1 - 9	91 - 99	3
0	100	1
No answer		15
Average 49	51	100 %

Summary

100 %	and 0 %	6 %
75 - 99	1 - 25	21
50 - 74	26 - 50	16
25 - 49	51 - 75	20
Under 25	Over 75	22
No answer		15
		100 %

NARBA Changes

CHANGES and proposed changes of several stations in Mexico have been noted by FCC in accordance with the provisions of the North American Regional Broadcasting Agreement. The new assignments are:

1270 kc—XEJW Jalapa, Ver., 250 w unlimited.

1310 kc—XEMS Montemorelos, N. L., assignment of call.

1360 kc—XESA Culiacan, Sin., 500 w unlimited. Nullifies assignment 500 w night, 1 kw day.

1450 kc—XECQ Culiacan, Sin., 250 w unlimited.

FMA Pick

SELECTION of "FM Day" (Wednesday, Oct. 29) during National Radio Week Oct. 26-Nov. 1 was made by the FM Assn. instead of by W. B. McGill, advertising director of Westinghouse stations and chairman of the National Radio Week Committee, as announced in BROADCASTING July 7.

Quits CBS for Cowan

WILLIAM H. ENSIGN, for the past 18 years associated with CBS as an account executive working on program development and network sales, has been appointed to the network sales staff of Louis G. Cowan Inc., New York, transcription and radio package firm. Prior to his CBS affiliation Mr. Ensign was radio director with J. Walter Thompson, sales manager for the Blue Network, and commercial representative for NBC.

BROADCASTING TRENDS

BASED ON A POLL BY **AUDIENCE SURVEYS, Inc...**

NBC AFFILIATE

Iroquois Beverage Corp.

makers of Indian Head Beer and Ale, has continuously sponsored THE IROQUOIS REVIEW at 7:15 p.m. on WINR since October, 1946, just two months after WINR went on the air.

When in Rome, Do as the Romans Do...

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, *National Representatives*

FCC Actions

(Continued from page 73)

Applications Cont.:

WHUC Hudson, N. Y.—Mod. CP which authorized new standard station to make changes in vertical ant.

License for CP

WOV New York—License to cover CP, as mod., which authorized to make changes in trans. equipment of aux. trans. Also license to cover CP, as mod., which authorized to make change in trans. equipment of main trans.

WILX North Wilkesboro, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for 570 kc

WCPS Tarboro, N. C.—License to operate on 570 kc 1 kw D and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WILX Wilkesboro, N. C.—Voluntary assignment of CP to Carolina-Northwest Bcstg. Co.

License for CP

KTJS Hobart, Okla.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KSPI Stillwater, Okla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSPI Stillwater, Okla.—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant. and mount FM ant. on AM tower.

WVCH Chester, Pa.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location.

AM—580 kc

The Patriot Co., Harrisburg, Pa.—CP new standard station 580 kc 5 kw DA-N unl. AMENDED to make changes DA, change trans. location and re changes in officers and directors.

Modification of License

WHSC Hartsville, S. C.—Mod. license to change studio location.

Modification of CP

WLBG Laurens, S. C.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

AM—1340 kc

WRHI Rock Hill, S. C.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

KTSA Coleman, Tex.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to change studio location.

KBOO Hillsboro, Tex.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

KTHT Houston, Tex.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-N and change trans. location, to change from DA-N to DA-DN (DA-2), to increase power from 1 kw-N 5 kw-D to 5 kw-DN and change trans. location.

Announcer Sees Stars

HUGH DOWNS, NBC Chicago staff announcer, wishes that his neighbors would either learn the difference between a telescope and an army bazooka, or mind their own "darn business." Astronomy being his hobby, Hugh lugged a contraption into the yard shortly after midnight recently and settled down to communing with the stars. A short time later he saw a star —silver with six points— gleaming on the blue uniform of a Chicago policeman. "Don't fire that bazooka," said the law. "That's going too far with this Fourth of July celebration business." Finally after a lively discussion about bazookas, the holiday, craters on the moon, and nosy neighbors who turned in the complaint, Hugh convinced the law it was a telescope.

License for CP

KRIO McAllen, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KCRS Midland, Tex.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN and change trans. location, to change type trans.

KITE San Antonio, Tex.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

KNAK Salt Lake City—Mod. CP which authorized change in frequency, increase power, changes in trans. equipment and vertical ant. to install DA-N and change trans. location.

License for CP

WDUZ Green Bay, Wis.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

KPOW Powell, Wyo.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio location and authority to determine operating power by direct measurement of ant. power.

APPLICATIONS DISMISSED

AM—1020 kc

Woodland Bcstg. Co., Woodland, Calif.—CP new standard station 1020 kc 250 w D. DISMISSED July 2, request of applicant.

FM—Unassigned

Mississippi Valley Bcstg. Co., East St. Louis, Ill.—CP new FM station (Class A) on frequency to be assigned by FCC. DISMISSED July 7 per request of attorney.

APPLICATION RETURNED

AM—1450 kc

Bessemer Bcstg. Co., Bessemer, Ala.—CP new standard station 1450 kc 250 w unl. RETURNED July 3, incomplete.

License Renewal

KFPW Fort Smith, Ark.—License renewal.

TENDERED FOR FILING

Modification of CP

WKBS Oyster Bay, N. Y.—Mod. CP to change proposed location of transmitter and studio from Oyster Bay to West Hempstead, N. Y. using 250 w D on 1520 kc.

AM—1150 kc

WFNS Burlington, N. C.—CP change hours from D to unl., power from 1 kw D to 1 kw-DN and install DA-N.

Modification of CP

WIPR Rio Piedras, P. R.—Mod. CP to change studio location.

AM—1340 kc

Marietta Bcstg. Co., Parkersburg, W. Va.—CP new standard station 1340 kc 250 w unl.

Hearings Before FCC . . .

JULY 14

AM—Hearing

Van Curler Bcstg. Corp., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-N.

The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-DN. Also for license to operate present facilities of WOKO: 1460 kc 500 w-N 1 kw-LS unl.

Governor Dongan Bcstg. Corp., Albany, N. Y.—CP 1460 kc 5 kw unl. DA-DN.

To be held at Court Room 1, Federal Bldg., Albany, 10 a.m.

JULY 15

Further Hearing

Wyandotte Bcstg. Co., Wyandotte, Mich.—CP 1310 kc 250 w D.

Wyandotte News Co., Wyandotte, Mich.—Same.

WKMH Dearborn, Mich.—CP 1310 kc 1 kw unl.

CIVIL SERVICE THANKS NAB, RADIO FOR HELP

APPRECIATION of the assistance given by NAB and the radio industry in an emergency situation was expressed last week in a letter to Arthur Stringer, NAB director of special services, from Harry B. Mitchell, president, U. S. Civil Service Commission. The letter said, in part:

"During the week of June 17, after our usual recruiting methods had failed to produce enough eligibles for security inspectors for the Atomic Energy Commission, we found it necessary to call on NAB. . . .

"NAB, as it did throughout the war period, responded promptly and effectively, and in the three days following we received over 5,000 applications and at the end of the recruiting period more than enough applications were on hand to fill the need.

"I want to express the deep appreciation of the U. S. Civil Service Commission for this generous cooperation which proved so valuable in solving one of our recruiting problems. Your association and member stations throughout the war were an invaluable aid to the Federal government and once again, in peacetime, it has proven of marked value in securing personnel to help protect vital security measures."

WBT Charlotte, N. C., has been selected by U. S. Army Recruiting Service throughout western North Carolina as radio training ground for program of public relations orientation of Army personnel entering recruiting service.

YOUR ABC'S ARE THE KEYS TO SALES IN EASTERN NORTH CAROLINA
WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.
WRRF
5000 WATTS, 930 KC
WASHINGTON, N. C
Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.
The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.
TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

When It's BMI It's Yours
Another BMI "Pin Up"—Hit published by Pemora Music
ILLUSION
On Transcriptions: LANG-WORTH—Chuck Foster; MacGREGOR—Henry King, Barclay Allen; STANDARD—Leighnton Noble; WORLD—Jose Morand, Russ Morgan; THESAURUS—George Wright.
On Records: Xavier Cugat—Col. 37319; Bobby Doyle—Sig. 15079; Hal Winters—Apollo 1034; John Paris—Vic. 26-9021; Don Jose—Gotham 3003.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WFMJ
SELLS
The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"
An Average of 45% More
Than National Average
•
Youngstown Ratings
of Network Shows
Average 100% Higher
•
A Greater Audience
at Lower Cost
Ask HEADLEY-REED

WFMJ
The ABC Station For
YOUNGSTOWN, OHIO

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

Saucers

(*Continued from page 10*)

Louis recorded interviews on the spot with several persons who had just seen "six discs flying in formation." Special events crew, headed by Bruce Barrington, news editor, rushed to the section of the city from which reports had been phoned to the station. Recordings were put on a regular news program last Monday.

WGAY Silver Spring, Md., broadcast a roundtable discussion Tuesday, 5 p.m., on "Is the Flying Disc Real?" Participants were: Dr. Jesse Sprowls, head of U. of Maryland psychology department; Swannee Taylor, aviation expert; and Hazen Kennedy, who has reportedly seen flying discs. WGAY News Editor Don Bell was moderator.

Another discussion was featured on WREN Topeka last Monday. Dr. R. S. Alexander, head of the department of physics at Washburn U., and Dr. Will Menninger, psychiatrist of the Menninger Clinic in Topeka, discussed scientific and psychological aspects of the "flying saucers."

Martin Wickett, program manager of KING Seattle, reports that KING was the first station to obtain an interview with Frank Ryman, the man who photographed the "flying discs."

The saucy saucers have infected even the music business, says WSM Nashville Music Director Owen Bradley. Mr. Bradley has written a new tune, entitled "Flying Saucer Blues." It was introduced on last Saturday's *Grand Ole Opry* on NBC, with Red Foley doing vocal.

KOY had Phoenix in a dither when a stunt man dropped 550 silver plates over the city during noon rush hour Wednesday. They were inscribed: "Keep tuned to KOY on 550 kc for latest information on flying saucer story."

STORY OF LIBRARY
KVOO Folder Reviews Success Of Appeal for Books

JUSTIFIABLY PROUD of the avalanche of books and magazines contributed by listeners to a local children's home in response to a recent appeal, KVOO Tulsa has come out with a large, attractive, leather-covered folder illustrating the event.

On the front cover the recipient's name is printed in gold, lending a personal touch. Entitled "The Story of a Library," the folder begins by giving a detailed description of Ken Miller's program, *Assignment Southwest*, on which the appeal originated. Then, with the aid of photographs, it goes on to describe the series of events which culminated in the contribution of over 8,000 books and 4,000 magazines from 16 states.

FCC Authorizes 5 Unlimited, 4 Daytime Standard Outlets

NINE new standard stations were authorized last week by FCC, including five authorizations for unlimited time facilities and four covering daytime facilities. [See earlier grant page 40].

One of the new AM grantees, News-Journal Corp., Daytona Beach, Fla., granted 1 kw day on 1150 kc, is permitee of WNDB-FM that city and publisher of daily *News* and *Journal*. Firm last fall had been denied local facilities in competitive proceeding with Daytona Beach Broadcasting Co. Comr. Clifford J. Durr voted for hearing in present action.

The other authorizations and respective ownership interests are:

Orangeburg, S. C., 910 kw, 1 kw, daytime, Orangeburg Radio Co., a co-partnership: Frank B. Best, publisher and one-third owner Orangeburg Observer, and Frank B. Best Jr., 20% owner WRNO Orangeburg. Latter is to sell WRNO interest.

Arecibo, P. R., 1420 kc, 1 kw, unlimited, Arecibo Broadcasting Co. Principals: Arturo S. Marques, sugar mill manager and owner sugar and pineapple plantations, president and 45%; Luis R. Marques Munoz, chemist and manager of sugar companies, vice president-treasurer, 45%; and Vincente Rios Roure, farmer-merchant, secretary, 10%.

Norwalk, Conn., 1350 kc, 500 w, daytime, Norwalk Broadcasting Co. Copartnership: Samuel R. Sellick, attorney; Lillian K. Johnpoll, wife of Bernard K. Johnpoll, owner WLBT Liberty, N. Y., and partner Ginzburg, Dresher & Johnpoll, Washington radio consulting firm; Melvin Dresher and Benjamin Ginzburg, partners of consulting firm.

Kosciusko, Miss., 1340 kc, 250 w, unlimited, Kosciusko Broadcasting Co. Copartnership: James W. Arendale, engineer WJRD Tuscaloosa, Ala., and Cy N. Bahakel, WJRD salesman and program man.

Ishpeming, Mich., 1240 kc, 250 w, unlimited, Ishpeming Broadcasting Co. Principals: James P. Deegan, grocer, president and 46.5% Arvid Nyland, owner hardware stores, vice president 7.5%; William Alderton, mechanic County Road Commission, secretary 1%; Henry Russi, part-owner Russi-Vivian Oil Co., treasurer 1.5%; Waldemar Elson, part-owner H. W. Elson Bottling Co., director 2.5%; James Flaa, insurance business, director 0.5%; Harold J. Peterson, factory manager, director 0.5%; John Wakkuri, restaurant and tavern owner, 5%; James and Rose Nardi, restaurant and oil firm interests, 5%; S. M. Cohada, wholesale fruit dealer, 5%; Jafet and Johanna Rytkonen, theater business, 4%. Remaining interest held by 27 other individuals.

Oroville, Calif., 1340 kc, 250 w, unlimited, Oroville Mercury Co. Grantee publishes Oroville Mercury-Register and Butte County News. Principals: Dan L. Beebe, chief owner; Floyd L. and Betty Clark Sparks.

Enterprise, Ala., 1230 kc, 250 w, unlimited, The Wiregrass Broadcasting Co. Partnership: Franklin H. James, dry-goods store owner, 20%, and Robert Edward James and Ralph M. Stanford, veterans training program coordinators and each 40%.

Pauls Valley, Okla., 1470 kc, 250 w, daytime, Pauls Valley Broadcasting Co. Owned by James T. Jackson, newspaper publisher and operator printing firm.

All of the grants involve engineering conditions excepting Ishpeming and Pauls Valley. The Arecibo grant is subject to further condition that operation not be commenced until after WPRP Ponce, P. R., vacates 1420 kc. Similarly the Oroville outlet must wait until KCRA Sacramento vacates 1340 kc. The newly authorized station at Enterprise must not begin operations until WDLP Panama City, Fla., moving from 1230 kc, acquires license to cover its CP for 590 kc.

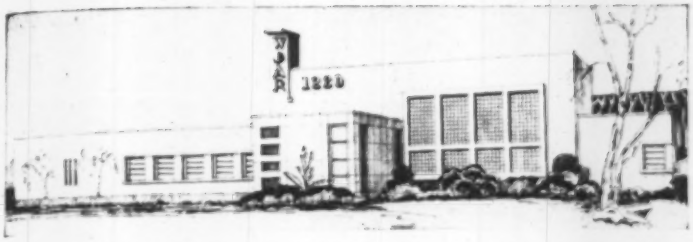
STUDENTS OF TEMPLE U. TO USE WFIL STUDIOS

STUDIOS of WFIL Philadelphia will again become laboratories in the fall for Temple University students taking courses in the institution's new Department of Radio, Speech and Theatre [BROADCASTING, Dec. 23, 1946].

Four radio studios and control rooms will provide students of the department with facilities for writing, producing, directing, controlling and broadcasting their own work, and the programs themselves will actually be broadcast by WFIL. Work of the students will be directed by Professor Armand L. Hunter, chairman of the department.

As they acquire experience and develop in ability, students will become eligible for membership in the Radio Institute, an advanced and professional group which is to provide talent, personnel and research assistance for WFIL. These advanced students will work directly with the station and its staff on public service and educational programs, and also with local civic, religious and charitable organizations in the preparation of all types of copy and programs for broadcast by the station.

CBS WRBL CBS
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.



WGAR CLEVELAND'S new $350,000 transmitter plant in Broadview Heights, O. is shown above as it looks to the architect. Construction is of white painted brick, stone and glass block, with approximately 5,000 square feet of floor space. Building contains a new RCA 50 E transmitter, an auxiliary RCA 5-kw transmitter, and emergency diesel power supply. Provisions have also been made for an FM transmitter.

Writers to Debate AAA Plan in Fall

RWG Representatives to Meet Other Groups' Spokesmen

REPRESENTATIVES of the Radio Writers Guild will meet in the fall with delegates from other writers' groups to debate the merits of the American Authors Authority proposed by James M. Cain. This was announced last week by Oscar Hammerstein 2nd, president of the Authors League of America, of which RWG is an affiliate.

A committee comprising the RWG, the Dramatists Guild and the Authors Guild was appointed to study proposals for the AAA, originally presented under the aegis of the Screen Writers Guild. A statement last week from the Authors League said that while the AAA plan was not acceptable in toto by this group, parts of it would be adopted by the league.

According to a top official of the RWG, chief stumbling block in the way of acceptance of the AAA as a central leasing organization for writers' output was the AAA's insistence on retaining sole rights to all material produced by its members. Seven-year limit on all licenses also was questioned.

AAA has been accused by its opponents, most articulate of whom has been Novelist James T. Farrell, of seeking to establish dictatorial control over the nation's writers.

Upcoming

July 21: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.
July 22: NAB Special Standards of Practice Committee, NAB Hdqrs., Washington.
July 28: NAB Educational Standards Committee, NAB Hdqrs., Washington.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.

Dr. Huth Urges Students To Know Foreign Systems

KNOWLEDGE and understanding of foreign systems of broadcasting will instill within Americans a much greater appreciation of their own "free radio," Dr. Arno G. Huth, instructor and authority on international broadcasting, told students of the NBC-Northwestern summer radio institute this week.

Dr. Huth, who is currently conducting a course in international radio at the New School for Social Research in New York, stressed the need for a broadcaster who enters the international field to be ever cognizant of the "great power and influence of this mass medium." He told students that, with the establishment of the proposed United Nations world-wide radio network, a new and fascinating field would be open to them. Commenting on the State Dept. short wave broadcasts to foreign lands, during wartime, Dr. Huth expressed his belief that, while audiences were small, the programs were effective.

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

WFIL Starts Work On Video Studios

Ground Broken for Structure At Philadelphia Arena Site

GROUND was broken Wednesday for television studios of WFIL-TV Philadelphia. The building will be "the most modern in the country to be built especially for television," according to station officials.

Participating in the ground-breaking ceremonies were Walter H. Annenberg, publisher of the *Inquirer*, which owns the station; Joseph First, vice president of the newspaper; Roger W. Clipp, general manager of WFIL; Kenneth W. Stowman, WFIL's television director; Louis E. Littlejohn, chief engineer of the station, and John Furlow, architect, who designed the new building.

Site of structure is on the west side of Philadelphia Arena, 46th and Market Sts., which was recently purchased by Triangle Publications Inc., parent organization of the *Inquirer* and WFIL [BROADCASTING, June 16]. The Arena houses ice hockey, ice shows, fights, rodeos, and other sports and amusement events.

Ready by Late 1947

Mr. Stowman said construction will start immediately and that the building will be completed and in use before the end of the year. Even before the structure is completed, the station plans to be on the air to meet its self-set fall operating deadline.

Building will be two stories high. On the first floor will be the television studio, a radio studio, control rooms, a projection room, an electronic shop and a property shop. The television studio will be two stories in height, but there will be sufficient room on the second floor to house also a clients' viewing room, photographic dark room, motion picture processing shop, men's and women's dressing rooms and general offices.

First floor foyer will contain special observation windows opening on the radio and television studios, affording Arena patrons a view of programs in production in the studios.

WPDQ Jacksonville, Fla. Makes Frequency Change

WPDQ Jacksonville, Fla., listeners at 6 p.m. July 4 switched their dials as the station officially changed its frequency from 1270 to 600 kc.

The building which houses WPDQ's 5-kw RCA transmitter is a modern, fireproof one located seven miles west of Jacksonville on Normandy Blvd. Five 300-ft. Wincharger towers are used for its directional system and 40 miles of wire in the ground system.

Station estimates that new frequency will serve 136,012 more people and 26,459 additional radio homes in 11 new counties.

WHO

is

"Listened-to-Most"

in 74 of

Iowa's 99 Counties

(during daytime)

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

"VIC" DIEHM SAYS:

We Were CONGRATULATED

. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

Miss Reggie Schuebel
Duane Jones Company
New York City

Dear Reggie:

You ought'a see our softball team . . . nine of the prettiest girls you ever saw. Yes maam, we've got a girls' softball team now and the girls are battin' out goodwill for WCHS every week. Our pitcher throws the ball like Bobby Feller . . . one gal bats like Johnny Mize and the whole team covers the bases like WCHS covers Southern West Virginia. That's it! WCHS COVERS SOUTHERN WEST VIRGINIA!

Yrs.
Algy

WCHS
Charleston, W. Va.

Hooper Survey Reveals

INTERMOUNTAIN NETWORK *first*..

IN INTERMOUNTAIN WEST

Ask AVERY-KNODEL For Details

Jones

(*Continued from page 14*)

Effinger had once been sentenced for contempt of court on grounds of perjury in another affidavit he had made—an affidavit against a judge. Sen. Brewster offered to let him refresh his memory by looking at the record but he declined, saying he wouldn't remember it.

Mr. Effinger had trouble not only with his memory, but also with photographers' flash bulbs, his right arm, and his inability to locate a cuspidor near the witness chair.

Someone supplied a cuspidor.

When flash bulbs exploded as photographers closed in for pictures, he snapped: "Oh Lord, get these things out of here." His defense thereafter was to shut his eyes tight whenever he saw a photographer approach.

At another point he suddenly stood up, stretching his right arm and complaining that it hurt. "Would you mind pulling it?" he asked Sen. Johnson. The Senator complied. Mr. Effinger resumed his testimony.

Webb Testimony

Rep. Jones introduced a volume of law reports showing the Ohio Supreme Court had upheld his successful prosecution of Mr. Effinger for extradition to Michigan for trial there on a charge of criminal syndicalism.

The second witness, Mr. Webb, said he administered the Black Legion oath to Mr. Jones in 1934 or 1935. Mr. Jones, he said, was the only one he remembered out of "25 or 30" initiates in the group.

Mr. Webb said he himself was in the Black Legion from 1932 to 1940 but never saw Mr. Jones at a meeting except the night of the initiation. He said he knew of nothing in the Black Legion oath to disqualify a member for public office except perhaps "a point of possible discrimination."

Forgery Record

Sen. Capehart introduced a sworn statement by Mr. Webb admitting forgery of 18 payroll checks totaling $653 while employed as a bookkeeper for Lima Cord Sole & Heel Co. in 1941-42.

Mr. Webb said his affidavit linking Mr. Jones with the Black Legion was typed by Mr. Emmons, executive secretary of the CIO Council in the Lima area, who had asked him for it. Sen. Capehart suggested that Mr. Emmons be called to testify later in the day.

Mr. Webb said that after he arrived in Washington he discussed the case "casually" with a man he couldn't identify. Leonard H. Marks, Washington radio lawyer and counsel for Mr. Pearson and his associates in their Baltimore radio application, volunteered that it was he who had talked with the group.

Mr. Webb said the lawyer "just listened and explained what type of case this would be." He told the committee, in response to questions, that Mr. Marks did not suggest any testimony, and that they had contacted him at the suggestion of Jack Anderson, whom he knew only as a Washington newspaperman who had accompanied the group from Ohio to Washington.

He said he didn't know whether Mr. Marks was attorney for Mr. Pearson or whether Mr. Anderson had any connection with the commentator-columnist. Sen. Capehart proposed that Mr. Anderson—later identified as a Pearson employe—also be called for examination.

To Protect Union

The third witness, Mr. Barber, police chief of Beaver Dam, Ohio (population: 400 to 500), testified that he was still a Black Legion member in good standing and that he had voluntarily submitted his affidavit saying he gave the preliminary obligation of the Black Legion to Mr. Jones. He offered it, he indicated, to "protect" the labor union against what he called attacks by Rep. Jones.

Chief Barber said he saw nothing in the oath to condemn a man "if he lived up to the obligation." But he contended that Mr. Jones "failed to live up to the oath." He said the oath might contain some "restrictions" but that he didn't think it had anti-Jewish, anti-Negro or anti-Catholic implications. It does, he said, require members to believe in "God and the Constitution of the United States."

Mr. Barber said he did not oppose the Congressman for his purported membership in the Legion, but complained that Rep. Jones had turned against labor and represented "just a few people." Sen. Hawkes interjected that Mr. Jones "must be in pretty good standing with the people" to have been elected five times.

The police chief testified that he had seen Mr. Jones at Legion meetings after the initiation, before he was elected prosecuting attorney (1935).

With reference to his appearance on Mr. Pearson's Sunday-night broadcast, Chief Barber was asked about "rehearsal." He said he "read over a piece of paper—what I was to say—a couple of times." He didn't recall details of his statement. Asked whether he told his listeners that he had no objection to Mr. Jones on grounds of Black Legion membership, he replied: "I don't believe that was mentioned."

Sen. Capehart produced papers to show Mr. Barber was committed to a hospital for the insane in 1922 on complaint of his wife. Mr. Barber countered that it was a "frame-up," that he escaped after 61 days and fled to Indiana and remained until the Ohio Governor secured a release for him.

He said he had been in jail "for nonsupport." When Sen. Capehart referred to an affidavit saying he had been in jail six times, he conceded that he once was jailed "for shooting a guy in Hammond, Ind." He said he was "justified" every time—evoking from Sen. Hawkes the observation that "you were right and the law was wrong." In the Hammond shooting, he testified, the Indiana Governor "said the only thing he had against me was I didn't kill the guy I shot."

Flurry of Arrests

Questioned by Sen. Capehart, Chief Barber said he made about 80 arrests on July 3-4, whereas on some days he makes none. Sen. Brewster said "one of the stories they put out" was that the arrests were made to help pay for the chief's trip to Washington. Chief Barber insisted that he gets no part of the fees for arrests, and that his only income from the part-time police job is $25 a month.

Sen. Capehart introduced a statement by Sen. White, chairman of the full committee, denying Mr. Pearson's broadcast claims that Sens. Taft and Bricker had intervened after the July 3 committee meeting in an effort to have Mr. Jones confirmed without further hearing. Sen. Bricker, present at the hearing, substantiated Sen. White's statement.

Sen. Capehart said the subcommittee itself recommended further hearings and that the only dissent in the full committee came from Sen. Hawkes. Sen. Hawkes observed that "after hearing the evidence this morning, I think I was right."

Opening the Monday afternoon session Jack N. Anderson, who identified himself as an employe of Mr. Pearson and of Bell Syndicate

Dealer Promotion

SERIES OF NOVELTY promotion pieces are being distributed to retail dealers by KSTP Minneapolis-St. Paul, plugging products of various sponsors advertising on that station, and offering suggestions of tie-in displays to be used by the merchants. Each folder urges the dealer to remind his customers to listen to the sponsored programs on KSTP. For Eastman Kodak Co.'s "Photo Tip" program, the station has prepared a folder headed "We're Shooting From a 340-foot Tripod to Make More Profits for You." Fly attachment emphasizes this banner with a cardboard structure of station's transmitter with a photographer perched on top. Sportscast sponsored by Phillips 66 Gasoline and Oil is discussed in a brochure containing mounted figures of baseball players. When the brochure is opened, Phillip's 66 player slides into home plate. Similar pieces have been prepared for Diamond Crystal Salt, Archer Quality Feeds and Bulova Watches, each containing a novely attachment.

which distributes the Pearson columns, testified that he spent more than a week in Lima conducting an investigation "which I think you Senators should have been conducting." Sen. Capehart told him that "we will be the judge of that" and demanded proof that the committee had not intended to have hearings.

Mr. Anderson testified that several Lima area residents told him they knew Rep. Jones was once a Black Legion member but said they declined to sign affidavits because they didn't want to become "involved."

'Hate Organization'

Lima CIO Executive Secretary Emmons testified that it was an "open secret" that Mr. Jones had been a member of the Legion. He said he himself "infiltrated" into the organization, found it to be a "hate organization" and renewed his fight against it. He said membership should certainly be a bar to public office holding. He told the group that he did not consider himself to have ever been a member.

Both Messrs. Anderson and Emmons returned to the stand later at their own request. Mr. Emmons particularly was subjected to a cross-fire of questioning by committee members, led by Sen. Brewster. At one point the CIO executive asked: "Is this committee defending Mr. Jones or is this an open hearing?" Sen. Brewster, who had had difficulty in getting Mr. Emmons to answer questions directly, replied that the committee "is concerned with getting the facts" and didn't invite Mr. Emmons merely "to get your opinion of the committee."

Mr. Anderson on his second appearance said there was an "obvious difference" in the committee's handling of pro-Jones and anti-Jones witnesses. Sen. Brewster told him that "our questioning may have been affected in some respects by the character of the witnesses and their responses."

Four witnesses from Lima and

SWORN IN as judge of the City Court of Waterbury, Conn., on July 1 was Mitchell G. Meyers (r), who has long been associated in radio with his brother, Attorney Milton H. Meyers (l), as owner and operator of WEIM Fitchburg, Mass., and WWCO Waterbury. During the war Milton Meyers, who presided at the swearing in ceremony, was with the Office of Censorship.

vicinity and two from the Washington, D. C. area appeared in support of Mr. Jones, testifying that they had always known him to be fair and without discriminatory attitudes toward minority groups.

These witnesses included a Negro and members of the Protestant, Catholic, and Jewish faiths. They were: Bernard Brender, Lima jeweler; Rev. D. F. Helms of Lima, retired Methodist minister; Roland Moxley, Lima insurance man; Frank N. Lange of Piqua, Ohio; Rev. Charles O. Dutton of Takoma Park, Md., and Father John B. Tennelly of Washington, D. C.

Voters 'Satisfied'

They testified that Mr. Jones was a known opponent of the Black Legion and the principles it represented, and those from Ohio pointed out that he had always polled strong votes among Jews, Catholics and Negroes. Sen. Hawkes reiterated that election to Congress five straight times should indicate that the voters are satisfied and put no faith in the charges raised against him.

Mr. Birkhead, executive director of Friends of Democracy, which he described as a non-political, nonpartisan investigative agency, opposed Mr. Jones on grounds that he and his views had received "exploitation" in the "anti-democratic press." He said Mr. Jones' platform was "consistent with theirs" and contended that a man of his "views" should not be on the FCC.

Mr. Birkhead told questioners that, so far as he knew, Mr. Pearson did not request Friends of Democracy to appear at the hearing, but that he might have done so. Sen. Brewster said Mr. Pearson had notified him that the organization wanted to be heard.

Rep. Jones, final witness, appeared briefly to reiterate his denial of any connection with the Black Legion and said he had "absolutely no tie-ins with any subversive organization." He said he thought the committee had "properly discounted" so-called hearsay evidence gathered in Mr. Pearson's quest for material with which to "smear" him.

Meeting at Wisconsin U. On Public Service Shows

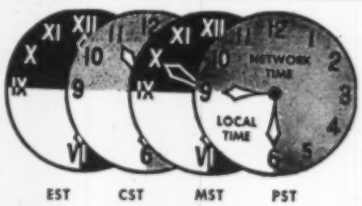
TOP MEN of the radio industry, serving as leaders and consultants, will be on hand to take part in a 10-day Conference on Public Service Radio Programming in Madison, Wis., beginning July 28, sponsored by the U. of Wisconsin and WHA Madison.

Heading the list of speakers are Edgar Kobak, president of MBS, Clifford J. Durr, FCC Commissioner, and Edward R. Murrow, vice president and director of public affairs for CBS. Mitchell Grayson, director of *One World or None* for WMCA New York, will preside over three of the sessions, heading an institute project, "Radio Tackles a Public Problem."

Other radio men who will participate include Robert Shaw, writer of *Mr. District Attorney;* Morris S. Novik, New York radio consultant; Wm. B. Levenson, president of the Assn. for Education by Radio; Kenneth Bartlett, director of radio workshop, Syracuse U.; R. S. Lambert, educational broadcast supervisor for CBC, and Ben Park, producer of WBBM Chicago series, *Report Uncensored.*

Video Academy Elects

EDGAR BERGEN, star of NBC *Charlie McCarthy Show,* and head of his own Hollywood television production unit, was unanimously re-elected president of Hollywood Academy of Television Arts and Sciences at meeting July 8. Ray Monfort, *Los Angeles Times* chief of technical operations, was made first vice president and Earl Ebi, J. Walter Thompson Co. producer, second vice president. Other officers include Don McNamara, television director of Telefilms Inc., treasurer; Gayle Gitterman, MGM assistant producer, corresponding secretary; Miriam Lane, independent radio producer, recording secretary, and Dr. Ferenz Fodor, president of Audio Pictures Inc., secretary.



BETTER Station Relations with the MOSBY PLAN

AFFILIATES can accept any network-offered commercial and still guarantee local sponsors a regular time period. Networks can cut the number of "won't takes" and "delayed ET broadcasts." Here's how: the 3rd quarter out of every hour belongs to the affiliate; the remainder to the network. Uniform local time with the Mosby Plan means better station relations... wider station audience... more sales.

The ART MOSBY STATIONS

CBS **KGVO** **KANA** • **KGFM**

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW

5 KW DAY • 1 KW NITE

(DEC. 1, 1947)

MISSOULA

MONTANA

BAHA'I

The Coming of World Religion

3.

THE LIFE, THE MESSAGE and the Martyrdom of the Bab in 1850 have a meaning which can no longer be ignored by an age unable to extricate itself from the dark pit of violence into which it has plunged.

The Bab's mission was the first World Event in history, the first expression of the Divine Will involving humanity as a whole.

His inner illumination made Him the intermediary between God and mankind in this unifiable modern world—the channel for the descent of the spiritual truths needed to inspire men with awareness of their interdependence and common destiny.

Through the Bab, God offered his love equally to every tribe, race and people. The sharing of that universal love opened the gate to the power of peace.

Baha'i literature free on request

BAHA'I PUBLIC RELATIONS

536 Sheridan Road Wilmette, Illinois

FAVORITE VOICE OF QUAD-CITIES

WHBF

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES

Rock Island, Moline, E. Moline, Ill. - Davenport, Ia.

BASIC ABC

WHBF

5000 WATTS 1270 KILOCYCLES

P. O. Box 672
Odessa, Texas
July 14, 1947

Dear Timebuyer:

KECK is another of those Outstanding Independent MUSIC *and NEWS Stations currently making suckers out of network stations!!!*

Smart time buyers are finding that MUSIC and NEWS gives the public what they want, relief from network drudgery.

All this tied to a kilowatt on the "920" spot makes KECK the station "most" people listen to "most" in West Texas.

For rates and availabilities talk to The Howard H. Wilson Company or wire us today!!!

Yours truly

KECK

KFMB *sells* **SAN DIEGO**

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB

• Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

• Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

CG's Issued by FCC For 2 FM Stations

Three Class A, Nine Class B Also Issued Last Week

CONDITIONAL grants for two new FM stations were authorized last week by FCC. Assignment of Class A facilities on Channel 296, 107.1 mc, was made to Shroyer Radio Corp., Shamokin, Pa., and of Class B facilities to Idaho Radio Corp., licensee of KID Idaho Falls. At the same time construction permits were issued for three class A and nine Class B outlets. Additional CPs were granted in lieu of previously assigned facilities to one Class A and five Class B stations.

Shroyer Radio Corp. is composed of John U. Shroyer, secretary-treasurer and 50% owner, and his four sons: Lawton W., president; Harlan A., vice president; John E. and George W. Shroyer, directors. Each of the sons holds 12.5% interest and all are associated with their father in various businesses including the John U. Shroyer Dress Mfg. Co. and the Shamokin Dress Co.

The Commission announced the following allocation plan changes: Greenville, S. C., add Channel 235 and delete 236; Harrisburg, Ill., add Channel 225 and delete 264, and Carbondale, Ill., add Channel 264 and delete 225.

Frequency assignments reported by FCC included:

WMOH-FM Hamilton, Ohio—Channel 278, 103.5 mc.

WFOB Fostoria, Ohio—Channel 288, 105.5 mc.

WMRC-FM Greenville, S. C.—Channel 235, 94.9 mc. Operation prior to March 1, 1948, contingent on clearance of image frequency interference in present aeronautical navigational aid receivers.

WCIL-FM Carbondale, Ill.—Channel 264, 100.7 mc.

The following FM stations were authorized CPs; conditions (power given is effective radiated power, antenna height is height above average terrain, AM affiliate in parentheses or part of FM call):

Deep South Broadcasting Corp., New Orleans—Class B, Channel 229, 93.7 mc, 40 kw, 420 ft.

Texoma Broadcasting Co., Wichita Falls, Tex.—Class B, Channel 231, 94.1 mc, 9.5 kw, 370 ft.

Sun Country Broadcasting Co. (KPSC), Phoenix, Ariz.—Class B, Channel 253, 98.5 mc, 8 kw, 106 ft.

Beatrice Cobb, Morgantown, N. C.—Class A, Channel 232, 94.3 mc, 880 w, 66 ft.

KWIK-FM Burbank Broadcasters Inc., Burbank, Calif.—Class A, Channel 232, 94.3 mc, 530 w, minus 470 ft.

WVAY Valley Broadcasting Co., Lanett, Ala.—Class B, Channel 275, 102.9 mc, 10 kw, 330 ft.

Carter C. Peterson (WCCP), Savannah, Ga.—Class B, Channel 238, 95.5 mc, 7.1 kw, 270 ft.

James Cullen Looney (KURV), Edinburg, Tex.—Class A, Channel 285, 104.9 mc, 690 w, 225 ft.

KPO-FM National Broadcasting Co. Inc., San Francisco—Class B, Channel 259, 99.7 mc, 45 kw, 1,200 ft.

WGBG-FM Greensboro Broadcasting Co. Inc., Greensboro, N. C.—Class B, Channel 262, 100.3 mc, 36 kw, 400 ft.

Press-Union Pub. Co. (WBAB), Atlantic City, N. J.—Class B, Channel 264, 100.7 mc, 13 kw, 310 ft.

WPAD-FM Paducah Broadcasting Co. Inc., Paducah, Ky.—Class B, Channel 245, 96.9 mc, 17 kw, 335 ft.

The following were authorized CPs in lieu of previous conditions:

KOMB Consolidated Broadcasting Corp. Ltd. (KGER), Los Angeles—Class B, Channel 270, 101.9 mc, 10.4 kw, 2,740 ft.

WIP-FM Pennsylvania Broadcasting Co., Philadelphia—Class B, Channel 227, 93.3 mc, 20 kw, 430 ft.

WBAP-FM Carter Publications Inc., Fort Worth, Tex.—Class B, Channel 263, 100.5 mc, 435 ft.

WORD-FM Spartanburg Broadcasting Co., Spartanburg, S. C.—Class B, Channel 263, 100.5 mc, 14 kw, 500 ft.

WMFR-FM Radio Station WMFR, High Point, N. C.—Class B, Channel 258, 99.5 mc, 38 kw, 350 ft.

WHNM Home News Pub. Co., New Brunswick, N. J.—Class A, Channel 229, 93.5 mc, 580 w, 120 ft.

RADIO CRITICS CHASTISED

Bridgeport Paper Says Stimulation of Public Taste Can Come Only After Audience Is Built

RADIO's critics are severely chastised by the *Bridgeport* (Conn.) *Post* in a recent editorial titled "Spanking for Radio."

"We feel sorry for the men who are running radio," says the paper. "It must be hard enough to run a complicated business in the first place and to make both ends meet, without listening to the gripes of highbrow critics who want the radio programs completely reformed. They would give the listening public not what it wants to hear but what the critics think is good for them. The idea that nobody would listen under the circumstances never seems to strike these critics at all."

The article then takes off on Llewellyn White, who did a research job on radio, the results of which were recently printed in the *Atlantic Monthly*. To his contention that the first task of radio is "to anticipate, gamble on, stimulate, or elevate the public's tastes" the *Post* says: "It isn't anything of the kind. The first task is to get an audience that will listen. Without this how can you stimulate, elevate and broaden the public taste?"

Refuting the criticism that agencies are withholding new talent from the market, the article says the real trouble is that there is not enough of the kind of talent the public likes. It goes on to point out that you can't force educational programs down the people's throats since there is no law in this country forcing anyone to listen to anything.

The editorial then defends daytime serials from attack, saying, "If anybody can suggest something which will hold the audience better than the 'soap operas,' that thing—whatever it is—will be welcome as the flowers of spring."

Finally, in answer to Mr. White's suggestion that programs be juggled so that more educational programs can be placed in the choice listening periods, the editorial says, "This is a pretty good example of the kind of doctrine preached to every business by critics who don't know much about the business in question."

Grandfather at 38

THE MAN with the puffed-out chest around WGWC Selma, Ala., these days is Bill Rowland Sr., commercial manager of the station, for the birth of Jon Lamar Rowland last month made Bill one of the youngest grandfathers in the nation at 38. In fact, he's been jumping the gun all through life—joined the Navy at 15, qualified for submarines at 16, married at 17.

Talks to Reopen

AFRA Hollywood has filed notice on 12 Los Angeles-area independent stations of intent to reopen announcer negotiations 60 days in advance of current pact's expiration on Sept. 17. Primary aim expected to be parity with network stations paying $80 weekly minimum.

New RWG Demands

RADIO WRITERS GUILD, Hollywood, is preparing new demands covering ABC and NBC newsroom writers. Although ABC contract has another year to run, clause permits reopening after one year. NBC pact will be new one.

Canada Station Earnings For 1946 Are Publicized

FOR THE first time Canadian broadcasting station earnings have been publicized in a group report for 1946 tabled by the Radio Branch, Dept. of Transport, Ottawa. Report was prepared for the Parliamentary Radio Committee and tabled by that body. Dept. of Transport report showed that in 1946 nine stations whose fees were based on a population or audience density of over 500,000 people had paid $12,900 in annual fees. They had made a surplus of $857,893 on operating expenses of $1,938,994 and a capital investment of $3,643,654.

Twenty stations with an audience density of between 150,000 and 500,000 had paid aggregate fees of $13,900; their total surplus had been $590,004 on operating expenses of $2,449,705 and a capital investment of $1,962,621.

Stations with an audience density of between 50,000 and 150,000 numbered 27. Their fees totalled $8,000 per year. Their 1946 surplus aggregated $414,413 on operating expenses of $2,137,665 and an investment of $1,451,492. Seventeen stations had an audience density of between 25,000 and 50,000. Fees from these totalled $3,200 and surplus was $164,582 on operating expenses of $873,513 and an investment of $924,762.

Stations in areas with a density of under 25,000 numbered 12, paying $950 in fees. They had a surplus of $26,251 on operating costs of $292,102 and a capital outlay of $276,731.

RMA Says Surplus Problem Is Licked

Agency Plan Proves Satisfactory In Clearing Warehouses

THERE no longer is a war surplus problem in the electronics field, Radio Manufacturers Assn. announced last week.

This two-year headache, in which various types of sales systems were tried by War Assets Administration, kept manufacturers and Congressmen agitated from time to time as charges and countercharges were hurled about the way billions of dollars worth of equipment was peddled.

Vast stocks of assorted gadgets, most of them designed for special military uses, became available after the war, leading to whispered stories that scarce broadcast transmitters filled acres of warehouse space.

One or two high-power transmitters were uncovered by WAA and duly sold, but the bulk of equipment suitable for broadcasters consisted of tubes and parts in questionable condition. In most cases, WAA was unable to compile a satisfactory inventory of what it had, and its condition. Most sales were made by manufacturers themselves, acting as agents for WAA and receiving a fee for cost of handling.

RMA President Max F. Balcom, Sylvania Electric Products, said the agent plan had returned to the Government "a substantial portion of its investment" after better items had been screened. He pointed out that "many electronic items produced for the war are not usable in commercial markets and should either be salvaged or totally scrapped by the Government."

In a review of the past fiscal year, RMA emphasized that the radio industry had returned to full production and prewar competitive practices and that production of radio sets exceeded the rate in 1946 when 15,000,000 receivers were turned out.

Block Show Sellout

SOLD OUT after six weeks is verdict of KFWB Hollywood for the 48 15-minute segments of *Martin Block Presents*, aired six days weekly. After two weeks, station had sold 33 quarter hours [BROADCASTING, June 16]. Newest advertisers are: Cowles Magazines Inc., New York (*Look* magazine), using six-weekly, and the following three-weekly buyers—Procter and Gamble, Cincinnati (Dash); Owens-Illinois Glass Co., Toledo (One Trib Beer containers); Pioneer Town, Los Angeles (real estate development).

A POWERFUL marine coastal radiotelegraph station for commercial use has been opened at the port of Galveston, Tex., by the Marine Division of Mackay Radio and Telegraph Co., according to an announcement made by the American Cable and Radio Corp., New York, parent company of Mackay. Tentatively operating on intermediate frequencies with an output of 5 kw, the new station's call letters are KLC. Station is scheduled for high frequency operation pending authorization by FCC.

Atomic Broadcasts

THE MAJOR networks have done a phenomenal job of telling a phenomenal story—the atomic bomb since Hiroshima. Here is the box score of special broadcasts about the bomb since Aug. 6, 1945. It includes round-table discussions, scientific reports and actual descriptions such as the Bikini test, but does not include regular newscasts, many of which were devoted solely or mainly to the bomb: NBC—101, MBS—81, CBS—76, ABC—45, a total of 393 network programs built around the atomic bomb and its significance.

Joins Saul Krieg

GENE BUCK, account executive for *Readers Scope* magazine, has joined Saul Krieg Assoc., New York, public relations firm, as director of radio in charge of all radio promotion for the agency's accounts.

Tibbett to WLOX

GENE TIBBETT, president, Mississippi Broadcasters Assn., and until recently manager, WMOX Meridian, Miss., resigned the latter position last week and became general manager, WLOX Biloxi, Miss. WLOX, now under construction, expects to be on the air about Sept. 1. The station will use Western Electric equipment and will have an auditorium studio with a seating capacity of 1,600.

Mr. Tibbett

Joins Campbell

SHERMAN GREGORY, associated for the past four years with Schenley Distiller Corp., New York, as manager of radio advertising, effective July 15 joins the advertising staff of the Campbell Soup Co., Camden, N. J. Mr. Gregory was formerly manager of WEAF New York, and before that manager of KDKA Pittsburgh.

Zenith Demonstration Sets Off Wave Of Calls for 'Pay As You See' Video

SINCE public demonstration a fortnight ago of Phone Vision, Zenith Radio Corp's new system of "pay as you see" television, officials of both Illinois Bell Telephone Co. and Zenith have been swamped with calls from people who have expressed a common desire to obtain the new service immediately. Most of the callers have received, of course, only the garbled version on their own television receiver sets, lacking the key signals which would make the pictures clear and sharp.

Comdr. E. F. McDonald, Zenith president, reiterated his belief, however, that the new system, which would place television on a box office basis, is not yet ready for public use, saying that it would require from six months to a year to complete details and get new receivers into production.

In view of the silence of telephone company officials on the new development, Comdr. McDonald pointed out that the companies throughout the nation are legally prepared to handle Phone Vision, inasmuch as most franchises negotiated in recent years authorize telephone companies to provide television service. He cited, as an example, the franchise passed by the city council of Chicago on July 30, 1931, which authorized the Illinois Bell Telephone Co. to use its properties for "transmission of sound and signals or other means of communication by means of electricity, including television."

Meanwhile, a spokesman for WBKB, Chicago's lone commercial TV station in operation, revealed that the station, which recently went "off the air" for two weeks during construction of its new antenna, has received calls and letters from confused set owners inquiring about the blurred pictures they have been getting on their receivers. The spokesman pointed out that the confusion was especially marked at this time due to inactivity of WBKB, only station which has offered video fare.

Tel Leitzell, general manager of Zenith, said that many of the calls to Zenith came from tavern owners who were getting only the blurred images during the WBKB blackout. He told BROADCASTING that he foresaw possible but not probable conversion of present receiver sets to Phone Vision, when difficulties and details are finally resolved, describing the conversion, however, as a tremendous "engineering operation" which few owners would be likely to initiate. He pointed out that Phone Vision receivers are expected to be no more expensive than the present ordinary type. He said that it was one of the reasons the Zenith Corp. had cautioned the public against purchase of the present type of receiver which renders only free programs.

Zenith's display is being conducted through July 13 at the company's display salon at 680 N. Michigan Ave., in Chicago. Display points up two television receivers, both receiving pictures broadcast from the company's transmitter nine miles away. One, which picks up only the broadcast signal, presents a garbled picture, while the other, which receives Phone Vision key signals by telephone wire, is clear.

Making *the best* even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

1000 NIGHT
5000 DAY

Between 1939 and 1946, Mississippi's per capita spendable dollars jumped 237 per cent, leading all states in percentage of increase

WJDX NBC
in
JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERY CO.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMBC-owned station near Concordia, Kansas. Write fully. A. R. Moler, Chief Engineer, KMBC, Kansas City, Missouri.

Wanted: A good all-round announcer for 5 kw midwest CBS outlet. Salary commensurate with ability. Send all details, including photo and audition disc. Box 778, BROADCASTING.

Engineer for Indiana station. Must hold radio telephone first class license. Starting salary sixty-five dollars per week, non-union. Give experience, education, availability, and interview possibilities. Box 819, BROADCASTING.

Unusual opportunity for experienced farm announcer-director. Must be able to assume full responsibility of farm programming for dominant regional station in Pacific Northwest. All pertinent facts first letter, please. Box 844, BROADCASTING.

Good solid experienced announcer for general staff work. Advancement, congenial staff and management, best hunting and fishing area in west. Send particulars, disc. Box 845, BROADCASTING.

Operators—Control with license for 1 kw AM & FM station in midwest. Write Box 850, BROADCASTING.

News editor and rewrite man wanted by progressive 250 w Mutual station. Splendid opportunity right man to supervise complete newsroom setup. Want experienced man, promotion experience would be to advantage but not necessary. We'll pay for results. Write Box 876, BROADCASTING.

Opening for copywriter who can turn out volume of selling spot copy. Will have opportunity to head department after proving ability. Send background, work samples and starting salary requirement to Box 882, BROADCASTING.

Announcers - operators with ticket. Three wanted. Send disc, if possible, photo, and experience, also state salary required. For new FM station near Detroit on the air about September 1st. Box 886 BROADCASTING.

Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to

Box 883, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Two first class engineer-announcers for small Georgia station. Pay $50.00 weekly. Box 888, BROADCASTING.

Southern station metropolitan market has opening August 1st for experienced production manager. State background, enclose photograph first letter. Excellent salary. Box 898, BROADCASTING.

KRIO, McAllen, Texas, 1000 watts MBS needs night shift announcer immediately. $45.00 base, $60.00 guarantee, forty hours. Working conditions temporarily rough pending studio construction. Should have car, but not mandatory. Send audition transcription and background to Bill Dickson, KRIO, McAllen, Texas.

Wanted: Experienced announcer capable disc jockey, ad lib, special events and play-by-play sports. Forty dollars week to start. Excellent opportunity for right man. Box 902, BROADCASTING.

Wanted: Sales engineer with FM engineering experience to sell FM transmitting equipment in southwestern United States. Box 903, BROADCASTING.

Sports announcer. North Carolina station wants play-by-play man with all-round experience including football, basketball and baseball. Will be expected to handle some staff work and special events. Box 904, BROADCASTING.

Wanted—First class phone operator—preference given to combination men. Excellent oportunity with new station, 1000 watts. Mutual affiliate and member of only complete network in Hawaiian Islands. Write KMVI, Wailuku, Maui, T. H.

Sales manager. Small market experience. KONP, Port Angeles, Washington.

Chief engineer for new 1000 watt newspaper owned South Dakota station. Three to five years actual experience with directional antenna desired. Include experience, salary expected in first letter. Henry J. Schmitt, American-News, Aberdeen, South Dakota.

Wanted at once: Chief engineer for 250 watt station. CBS affiliate. WDAD, Indiana, Pennsylvania. Call or write Paul J. Short, DuBois, Penna.

Wanted—Experienced announcer for FM station soon on the air. Preference given to man of outstanding news ability. WKBH, LaCrosse, Wisc.

Wanted—Experienced, reliable announcer for 5000 watt ABC affiliate station. No floaters or drinkers need apply. Liner's Broadcasting Station, Inc., Monroe, Louisiana.

Experienced manager for new midwestern regional station owned by financially sound company. Network affiliation and also plan to enter FM field. Must be thoroughly experienced in all phases of management. Box 940, BROADCASTING.

Wanted—Program director and 2 good announcers. Excellent working conditions and top salary if you can qualify. Personal interview required. Write or wire John Greene, Mgr., WSTS, Southern Pines, N. C.

Chief engineer for one kw daytime with nine kw FM grant must be capable to make FM installation. Write, wire or phone WKAP, 715 Hamilton St., Allentown, Penna.

Television engineers (young)—announcers! Write—RRR, Employment Agency, Box 413, Philadelphia.

Time salesman—travel. Earn up to $500 weekly giving away electric advertising clocks. Cooperative plan. Only high type salesmen with proven ability considered. Write Jimmy Trippe, Box 62, Rome, Georgia.

Wanted: Combination manager-salesman, program director, 2 announcers. North Carolina station, good community and area. On air October. Complete details including salary. Box 926, BROADCASTING.

Help Wanted (Con'd)

Interested in receiving applications for manager of proposed 250 watt station in southwestern city of 18,000. Probably be several months before station is on air. Some stock in company available if mutually agreeable. Write Box 927, BROADCASTING.

Announcers: Three resourceful young men capable of producing programs for wide-awake New England thousand watter. Must be available for immediate interview. Also, immediate opening for commercial copy writer. Address WCCM, 54 Essex Street, Lawrence, Mass.

Wanted—First class operator. Prefer single man $40 per week to start. Wire Chief Engineer, KVOC, Casper, Wyoming.

Wanted: Three experienced combination men, first class tickets for independent California radio station within fifty miles Los Angeles. Send platter and background to KPMO, 1240 East Holt Avenue, Pomona, California.

Sales engineer. If you are an experienced engineer with real sales ability, we have a place for you. Salary commensurate with your ability. Company leader in equipment industry. Details and photo first letter, please. Box 931, BROADCASTING.

Salesmen with experience wanted by a 250 watt network station serving communities with approximately 60,000 population. Must be a real producer. Box 930, BROADCASTING.

General manager with all-round experience especially in selling, wanted for new daytime kilowatt station in North Carolina. Excellent opportunity. Interview essential. Send full information. Box 929, BROADCASTING.

Chief engineer—Must be experienced, conscientious and capable of assuming full charge technical operation of local net affiliate. Immediate opening. Real opportunity for right man to grow with young, aggressive organization. Wire for personal interview or write full details and salary expected to Manager, WQUA, Moline, Illinois.

Situations Wanted

Available late July or early August—29 years old, 10 years experience all phases broadcasting. Can build your station from the ground up and handle any job in it from chief engineer to manager. Excellent program man, writer, announcer. Hold first phone with 10 years time, 5 chief's time. Can furnish best references, etc. Now in Europe doing specialized work for Army. Consider any opening with good future. Box 710, BROADCASTING.

Copywriter. Young woman, creator of copy that sells. Woman's program. Voice, personality, ideas. Box 755, BROADCASTING.

Detail man—An administrative assistant, correspondent, expediter who can effectively handle your burdensome business extras. Diversified broadcasting experience, dependability and ambition qualify me for your offer. Presently employed but desirous of permanent, salaried position. Housing more important than immediate earnings. Box 799, BROADCASTING.

General manager. Excellent record, enthusiastic references, seeking permanent location. Now top executive with outstanding network station. Young family man. Personal interview necessary. Box 826, BROADCASTING.

Manager with license who can sell, announce, wants job as general manager of station in south. Hard worker, single. Can fill the bill. Box 841, BROADCASTING.

Commercial manager with definite sales plan, seasoned, active leader. Write Box 843, BROADCASTING.

Announcer: Single, good voice, some college, good references, go anywhere. Box 878, BROADCASTING.

Engineer. 1st phone, 2nd telegraph. 10 years "ham" operator. Graduate RCA. Will travel. Box 879, BROADCASTING.

Situations Wanted (Cont'd)

Station executive—Fifteen years of radio "know-how;" management and programming of independent and regional network affiliates; network production; sales promotion and publicity. Veteran with family. Top references. Will entertain reasonable proposition based on my productivity from new independent or network affiliate in competitive field needing hypo to the top. Box 881, BROADCASTING.

Chief copy and script writer for 5000 CBS affiliate seeking position in far west after October 15th. Thoroughly experienced in all mediums of copy and script writing. Samples, references upon request. Veteran, married, 27. Box 884, BROADCASTING.

Successful announcer-editor-writer-actor. Seeks change. Box 885, BROADCASTING.

Canadian writer, now employed, wants position in metropolitan station anywhere in U.S. 3½ years production, continuity, copy, publicity, promotion. Written and produced drama, talk shows, gimmicks, musicals, remotes. Experienced in handling department. 18 months fulltime announcing. Ex-Air Force officer, age 25, and promised. Hard working, ambitious and desires permanent position. Box 887, BROADCASTING.

Idea man with promotion, writing and layout experience. Experienced in: business, radio station promotion—in both sustaining and commercial writing; also layouts and direct mail. Journalism degree, well trained, excellent references. Single, age 25, will go anywhere. Can submit samples. Box 889, BROADCASTING.

Young family man with two years announcing wants night shift near college so can finish fourth year studies daytime. Box 890, BROADCASTING.

Announcer, 12 years experience, network affiliates, specialty—newscasting, narration. Writer, producer, programming. Radio, stage, movie acting. Master's Degree. Veteran. Box 891, BROADCASTING.

Radiotelephone first class license holder desires position, single, sober, reliable, free to work anywhere. Box 892, BROADCASTING.

Program director, now employed, looking for new opportunity. Four years experience, in programming, special events, sportscasting, play-by-play, and general announcing. Will consider any reasonable offer. Box 893, BROADCASTING.

Station manager or commercial manager available, 35, married, reliable. Splendid record as commercial manager in present location. Plenty of good program ideas, can sell, and keep a good staff together. Prefer connection with new station and grow with it. If your station is in the midwest and housing is available, write me. I'll build you an audience and make you money. Best references. Box 894, BROADCASTING.

WANTED

Commercial-continuity director to build strong copy department at 5 kw CBS affiliate. Midwest city over 100,000 population. Executive position in company for qualified man. Prefer applicants from midwest for immediate interview.

BOX 877, BROADCASTING

ENGINEER AVAILABLE

First class for 12 years, experience up to 50 kw, chief engineer to 5 kw; 30 years old, family man, veteran, presently employed outside U. S., will take 3 weeks for your mail to reach me.

Address: P. O. Box 740, Juneau, Alaska

Situations Wanted (Cont'd)

Industrious newcomer now employed and with six months experience in small independent station as transmitter-control room operator desires permanent connection in same capacity or in administrative work with progressive station in larger city. Business college and radio technical school graduate. First phone license. Thirteen years in advertising, sales and promotion work. Executive ability. Veteran, age 36, married. Excellent reference letters and photo available. Box 895, BROADCASTING.

Announcer—3 years experience. Commercials, newscasts, excellent staff man. 34, married, family. Box 896, BROADCASTING.

Announcer-disc jockey—Experienced in independent station, midwest. Familiar with all phases of radio. Can handle sportscasts, platter shows, and commercials. Ambitious and conscientious. Veteran, age 23, married. Disc and photo upon request. Box 899, BROADCASTING.

First class radio-telephone operator desires position. Age 32, married, 1 child, high school graduate and 1 year college; 18 months training in Signal Corp Radio and Radar School; 3.5 years experience as final testman in Naval Radar mfg. plant and 6 months experience with commercial broadcasting station. Some experience in announcing. Applicant now employed. Box 900, BROADCASTING.

Experienced announcer—Married veteran 27. Working in kilowatt network affiliate, outgrowing present position fast! Can ad-lib personality into disc shows, clear, authoritative newscaster—sell commercials. Have ability to adapt voice and manner to all type shows. Highest references. Disc upon request. Now! Box 905, BROADCASTING.

Veteran holding first class radiotelephone license desires position with chance for advancement. Box 906, BROADCASTING.

Chief engineer. Ten years experience all technical phases of broadcasting, including field measurements and directional arrays. Available short notice. Box 907, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Guaranteed not a plugger! Just a well versed, versatile, ambitious, steady announcer. Can write local news, continuity, transcribed spots. Yes, I can produce and direct, too. If you have any three jobs with a future and only one salary, I'm your boy! Single, 27. Will send disc or copy. John Laliberte, 12 Van Avenue, Milford, Conn. Tel. 2654-W4.

Gag writer seeks connection. No joke. Olicker, 90 Pinehurst Avenue, New York City.

1st class phone, single, 23. Prefer employment in college town for part time college study. Letter available from present employer. Gale W. Hunt, Radio Station WMIS, Natchez, Miss.

Announcer—Also managing, selling and writing experience. Made to order for small station. Age 31, married. Box 62, Rome, Georgia.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Engineer, GI, experience, station construction. GI announcer. Time salesman. Box 902, Canton, Ohio.

Commercial manager. Young, aggressive. Proven sales record. No armchair executive, but a real producer. Also, experience in promotion and research. Box 919, BROADCASTING.

Special events sports director—network following. Seeking self-betterment. Box 910, BROADCASTING.

Experienced news, special events and morning man available. Six years with 50,000 watt station. Prefer west or south. Minimum $5000. Reply Box 909, BROADCASTING.

Television engineer. Experienced broadcasting, designing, manufacturing. Desires locating west. Box 911, BROADCASTING.

News-editor; writer-producer with New York network seeks advancement with security. Box 912, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet. Graduate of oldest broadcasting school in country. Taught by CBS instructors in all phases of broadcasting. Will try anything. Photo, disc. Box 913, BROADCASTING.

Got It! Get It! Announcer, Vet, married, 25, desires opportunity on small station. Go anywhere. Disc, photo available. Box 914, BROADCASTING.

Announcer seeks position with 250-1000 watt station, veteran, single, 23. Disc, photo on request. Roy Eisner, 1813 S. 49th Avenue, Cicero, Illinois.

Announcer. Veteran, single, 23. Two years college plus training at broadcasting school. Armed Forces radio experience. Details, disc, photo on request. Myron Barg, 6973 Sheridan Road, Chicago, Illinois.

Announcer, dependable. Veteran, single. Familiar with all phases of broadcasting. Desires permanent position. Disc, photo upon request. Box 915, BROADCASTING.

Announcer. Veteran 21. Married. Inexperienced, but capable. Disc, photo on request. Jim Ferguson, 1425 E. 65th Place, Chicago 37, Ill.

Announcer-writer. 22, versatile. 1½ years college, singer, good voice. Hard-working. Operate console. Any location. Box 916, BROADCASTING.

Announcer, versatile. Three years pre-war and one year post-war refresher training. Did non-commercial broadcasting. Feels capable and is conscientious. Would like to locate in midwest and east. Box 917, BROADCASTING. 250 Park Ave., N. Y.

Announcer, single, 24. One year training at radio broadcasting school in Chicago. Seeking job in or near Jacksonville or Springfield, Illinois. Will consider offers in other northern or middlewestern states. Can help increase station revenue. Available immediately. Box 918, BROADCASTING.

Announcer, veteran, 22, single. Trained all phases NY's leading school. Adept, alert. Will travel. Disc available. Box 925, BROADCASTING.

Announcer. Some commercial experience. Technical knowledge radio. Seek connection with small progressive station. Opportunity more important than salary. Will travel. Box 924, BROADCASTING.

Announcer—Experienced, travel anywhere, sing, disc, photo. Box 923, BROADCASTING.

Topnotch sales and promotion man. Past year in charge of sales leading industrial motion picture firm. Proven background in radio sales, promotion, merchandising and research. A real producer with a good record of sales. Box 920, BROADCASTING.

Announcer. Veteran. Service experienced. Pleasing personality. Write commercials. Seeking first commercial position. Eligible on job training. Bill Greenfield, 1330 Sixth Ave., Apartment 3A, New York City.

Announcer, experienced, college, married. Newscasting and writing, music, competent commercials. Box 922, BROADCASTING.

Engineer. 1st phone. RCA grad. Sales, service and Army experience. Box 921, BROADCASTING.

Top-flight newsman-announcer. Fully experienced, three years newscasting. Versatile, sober, conscientious. $60.00 minimum. Ross Edwards, Bell Block News, 606 Vine Street, Cincinnati, Ohio.

Versatile, top quality, commercial announcer with program directing experience, who can operate controls. Can write continuity. 12 successful years announcing all types of shows on some of the south's leading stations, 6 of those years in the highly competitive New Orleans market. Excellent announcing voice. Accomplished singer. Honest, reliable, sober, conscientious, capable, intelligent, not afraid of hard work. Will go anywhere in the United States. Have done network shows. Able to train cub announcers. Top references. Never late for work in 12 years. Permanent position, my objective. Mature family man in early thirties, in best of health. Wife and 2 children. My past record is your absolute guarantee of an excellent all-round man, one who can be depended upon to give the best at all times and who relies on sincere friendliness and dignity to put his personality across. Personal interview will convince. Will answer all inquiries. Audition disc and photograph upon request. Minimum salary $75.00 per week. Carl Junker, 11 San Jose Avenue, New Orleans 20, Louisiana.

Situations Wanted (Cont'd)

A well coordinated staff available to any station. Thoroughly experienced radio people who have been working closely together in the past. Comprised of three men, two women. Station manager with superior radio background, cognizant of television, FM, and motion pictures; program man university trained; woman commentator of superb quality; announcer with excellent voice and disc jockey reputation; writer with NY agency experience. Can fill any combinations of jobs in a station. Further details and individual backgrounds on request. We come high, but we're worth it. Box 928, BROADCASTING.

Damyankee doesn't like northern winters (health reason). Wants permanent job, south-southwest God's country. Now have good job, perfect boss, who knows of this ad. 1st class license. 20 years transmitter experience, last 16, WDRC, last 7, transmitter supervisor. Also, recent experience, program writing, production, announcing, advertising. Jimmy Keefer, WDRC, Hartford, Conn.

Available immediately on 30 day notice: program executive with broadest possible experience in program direction and management. Prefer small station in midwest. Over half my 36 years spent in commercial radio—100 watt to 50 kilowatt. Get full details by writing Box 880, BROADCASTING.

Program director-production manager. Veteran with ten years successful experience including three years announcing, musical director, assistant production manager, program director. Both network and newspaper-owned independent station experience. Desire permanent connection with established or new station. Age 35, college, married, one child. Presently located eastern metropolitan market. Excellent industry references. All replies answered. Box 749, BROADCASTING.

Program manager, announcer-operator, both with extensive, varied small station experience, interested in remunerative metropolitan experience, separately or together, independent station preferred. Box 936, BROADCASTING.

Experienced woman radio personality desires position on staff of western or intermountain station. Can produce and broadcast audience-promoting programs of interest to women and children. Know all phases of radio as well. College degree. Graduate drama and N.Y. radio school. Three years' experience—network and small stations. Attractive, refined . . . good voice, good personality. Available now. Box 937, BROADCASTING.

Veteran with 12 years programming and production experience desires sales position with established station or advertising agency. No sales experience, but common sense, network and indie station experience and well-rounded knowledge of good radio. You teach me your selling methods. Must be fair proposition. Family man with college education. Box 935, BROADCASTING.

For Sale

For sale: New 250 watt local, unlimited hours, in non-competitive field. All new equipment. Station showing good returns with only surface touched. Present owner must sacrifice reasons of health. Box 856, BROADCASTING.

For sale: Two brand new Presto 8-N recorders in cabinets. Also, two RCA type 72-C recording attachments with sliding equalizers to fit RCA turntables. Also, have two General Radio frequency monitors just taken out of service. Contact Bob McRaney, General Manager, The Midsouth Network, WCBI, Columbus, Miss.

1240 crystals for sale— two RCA TMV-129B crystals in heaters, 1240-kc; perfect condition. $110.00 the pair. WBBQ, Augusta, Georgia.

Immediate delivery 1 Ideco tower, 350 ft., including side lights, beacon, two large lighting chokes and one Lapp base insulator. $6000.00. Associated Broadcasters, Inc., Mark Hopkins Hotel, San Francisco.

For sale—Model wire recorder and reproducer. We offer for sale one Pierce model 55-A magnetic wire recorder and reproducer. In perfect condition with only a few months use for $375.00. Box 908, BROADCASTING.

New wire recorder originally priced $650.00 available first check for $450.00 to WWWB, Jasper, Alabama.

For Sale (Cont'd)

150 ft. Wincharger uniform guyed tower complete with guys and lighting equipment. Less guy anchors. Good condition. Available late July. Selling dismantled in 20-foot sections. Write, wire or call Geo. T. Frechette, Radio Station WFHR, Wisconsin Rapids, Wisc.

Immediate delivery 1 WE type 33-A phase and current control unit, for 5 kw two element array. $3000.000. Associated Broadcasters, Inc., Mark Hopkins Hotel, San Francisco.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Immediate delivery 1 type RA-38 Army Signal Corps field power supply unit, 0-15,000 volts, .5 amp. $200.00. Associated Broadcasters, Inc., Mark Hopkins Hotel, San Francisco.

One 22-D Western Electric speech input with power supply. Used only 10 months. For price and details write WDAD, Indiana, Pennsylvania.

For sale—Gates 31-B console with or without pre-amps, complete with tubes and power supply. Brand new. Write, wire, or call E. W. Fliegel, Chief Engineer, WNAM, Neenah, Wisconsin.

Immediate delivery 1 WE D-96898 antenna coupling unit for 5 kw. $700.00. Associated Broadcasters, Inc., Mark Hopkins Hotel, San Francisco.

250 watt transmitter, modified Temco 350 okayed by FCC, ready to go. Price $800. R. Bennitt, Box 78, Fayetteville, Ark.

For sale—Radio station in New York state. Box 932, BROADCASTING.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

250 watt RCA Type 250-G transmitter and 175 foot Lehigh self-supporting radiator. Also, console recording RCA equipment. WSLI, P. O. Box 1847, Jackson, Mississippi.

For sale—Gates console model 30, new December 1945. Purchase price $830.00. Has 5 pre-amplifiers and provision for two-studio operation plus control room announcing. Talk-back microphone built in. Complete with separate power supply. Best offer takes. Available immediately. WIBC, Indianapolis.

Wanted to Buy

Will buy outright or controlling interest in west coast 250 watt station. Box 818, BROADCASTING.

Wanted to buy—Small interest in station, and act as chief engineer. Ten years experience. References. Box 897, BROADCASTING.

Wanted—Turntables, 16" Presto 10-A or equivalent, chassis only. WBBQ, Augusta, Georgia.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Is your station in the "red"?—A former Federal Communications Commission executive has helped others and can help you put your station on a paying basis in the least possible time. Reasonable rates. All replies and business held in strictest confidence. Box 933, BROADCASTING.

FOR SALE

MIDWEST REGIONAL

A fine facility located in one of the midwest's most desirable industrial and agricultural major markets. All new equipment. A wonderful opportunity for large earnings immediately. Priced for quick sale at little more than actual investment—$100,000, terms arranged. Write or phone

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 5672

Probers Warn Petrillo

(Continued from page 15)

fully, "I suggest that before you make a threat to any broadcasters or record companies that you have your counsel read carefully the testimony you have just given and consider the Taft-Hartley and antitrust laws."

Chairman Kearns said he joined his colleague in these statements and hoped the union head "would leave no stone unturned" to avoid strikes. He said he was pleased with promises made by Mr. Petrillo to meet with music educators and armed forces officials to develop national policies on performances by school and service bands. He concluded, "I hope you and your board work out an agreement with broadcasters and recording companies so the people of America can enjoy the music they desire."

In discussing results of the hearing, Rep. Nixon emphasized the labor laws' featherbedding ban, which uses the terms "cause or attempt to cause" employers to hire people they don't need. He said Mr. Petrillo had admitted he couldn't make deals at small stations and his plans would require them to hire men they don't need. He reviewed legal protection offered employers of musicians. Among these he cited the antitrust laws, saying that while unions are exempt from antitrust laws in calling strikes, a conspiracy to restrain trade and put a firm out of business is not exempt. He added, however, that the union head might attempt to devise featherbedding tactics within or skirting the fringe of the laws.

Complaints from Stations

Rep. Nixon said the subcommittee had received 1,500 answers to its radio station questionaires, with every station but one (WNYC, New York municipal station) making complaints about relations with AFM. They complained of AFM quotas, which Mr. Petrillo said were local situations since the Federation has no quotas.

Only broadcasting witness subpoenaed during the week was Robert D. Swezey, MBS vice president and general manager. He had been summoned when Mr. Petrillo testified Monday he did not exert personal control over all FM contracts, but was excused Tuesday when the union head reversed his testimony.

MONDAY

Mr. Petrillo started off the hearings with the dramatic announcement that the union intends to halt networking of live music programs when network contracts expire Jan. 31, 1948. For good measure he said that the union doesn't plan to renew recording and transcription contracts Jan. 1 because neither recorders nor the union are satisfied.

Irving G. McCann, counsel for the full committee, asked, "You will stop recording Dec. 31?" "Yes sir," said Mr. Petrillo. "And stop broadcasting on the chains Feb. 1?" "It's a change in our policy," he answered, and responded "no" to a question about allowing film sound tracks on television.

The AFM head said that although 904 stations got network programs in 1945 only 301 employed musicians. He repeated the figures a dozen times during the day. A Chattanooga station has fired its orchestra since the Lea Act was upheld by the Supreme Court, he said. One of his assistants told BROADCASTING the station was WAPO.

Under the AFM's network ban, Mr. Petrillo said, "if a station wants Toscanini, bring him down to the studio."

As to recordings, he claimed that in them AFM is making the weapon that will destroy it. "We get $2,000 for a record and lose a million dollars worth of business." He recited a history of the 1942-43 recording negotiations. With batteries of movie cameras and broadcast microphones focused on him, the union president eloquently told the union's story and the demand by the recent Detroit convention that AFM go into the recording business.

Sees Unemployment Rise

He conceded there was little unemployment now, but attributed it to the war and predicted half the musicians now working would be jobless in a year. The bands are going out of the hotels and cafes already, he observed. AFM doesn't want to go into the recording business, but may have to, he said, if it can be done without violating antitrust laws.

The hearing was opened by Chairman Fred A. Hartley Jr. (R-N. J.), full committee chairman, who said the probe had been ordered when allegations that AFM practices were against the public and union membership interest were made to the committee. Mr. Petrillo was invited when the charges were first made, but excused at his own request.

Rep. Carroll D. Kearns (R-Pa.), an AFM member, sat as subcommittee chairman, flanked by Reps. Richard M. Nixon (R-Calif.) and O. C. Fisher (D-Tex.). Chairman Kearns read a statement reviewing charges against Petrillo. He listed the charges as follows, after noting there is doubt about AFM's right to protection as a "regular labor union":

Majority of membership do not earn entire livelihood as musicians; union forced recording companies to pay $2,000,000 tribute by levying fee for required standby orchestras in movie theatres; union told broadcasters how many musicians they must employ; union

TWO AFM CARD-HOLDERS — Rep. Carroll D. Kearns (D-Pa.), probe chairman (r), and James Caesar Petrillo, union president, exchange greetings at House AFM inquiry.

is holding back radio progress, television and FM, and has coerced movies; it is restricting amateurs and service bands; it operates as monopoly; president has dictatorial powers over members.

Denies "Quota" System

During the Monday proceedings mention was made several times about a mysterious fund of $10,000,000 or $15,000,000 said to be planned by AFM, but the union head refused to comment and promised to explain the idea later. He repeatedly denied that AFM had a "quota" system for radio.

With AFM-AFL Counsel Joseph A. Padway at his elbow, Mr. Petrillo explained his authority as union president and said the oft-mentioned veto power the president has over local contracts was adopted 25 years before he became president (seven years ago). Several times during the day this power came up, the union head explaining it was a "headache" because of the bad publicity it brings. He said the clause is used only to direct calling of strikes, but emphasized AFM has called few strikes and seldom uses pickets. He said he had never changed a local order nor had he issued any decree under his own name.

Relations with the networks are fine, he said, but "it's the little fellows that cause us trouble." He came out with a flat statement that "any station that can't afford a band doesn't have to hire a band. If it makes $20,000 or $25,000 gross it can't afford a band." Recordings are the property of the purchaser under court precedent, he reminded.

He recalled that AFM cancelled two conventions during the war at Government request but asserted NAB didn't cancel its meetings. National AFM conventions are held every year, he explained, with Chicago local conventions every five years.

"What would happen if someone opposed you?" Mr. McCann asked. "He'd get beat," Mr. Petrillo replied. Asked by Mr. McCann about an incident in which the AFM was alleged to have used threats against a prospective union member, he responded: "That's not only false, it's cockeyed."

Of the AFM's 216,000 members, he said 30% are fully employed, 30% part-time, 20% aren't working musicians and 20% belong for "sentimental" or other reasons.

Welfare Fund

The welfare fund set up under the recording contracts came in for frequent questioning. The fund totaled $2,600,000 Dec. 31, 1946, the union president said, with $1,700,000 allocated to locals, out of which his office gets 1% for administrative costs. All data are public information, he said, adding that he wouldn't object to management participation in the fund under terms of the Taft-Hartley Act so long as the money went to locals to employ musicians.

Mr. Petrillo said the union has a few separate FM contracts, such as those at FM affiliates of WGN and WBBM Chicago. As in the case of television, he feared the new development might throw thousands out of work in a short time. He referred frequently to loss of jobs in sound movies, where 500 musicians supply the world with film music. In any event, he wants separate music on FM, though subcommittee members several times reminded that radio had developed into a $23,000,000 business for AFM because the union had cooperated in its pioneer days.

Mr. McCann drew from the union head the admission that he is closely observing FM negotiations, whereas locals have autonomy in AM deals aside from the presidential veto power.

AFM pays him $20,000 a year plus $3,000 for expenses, he said, with the Chicago local paying him another $26,000 as president and $5,000 for expenses, along with auto ("not armored") and payment of his income taxes.

Two Other Witnesses

Two other witnesses were called, interrupting the union head's Monday afternoon testimony. John Nuveen, president of Chicago Sunday Evening Club, a religious group founded 40 years ago, said the club's meetings were addressed by prominent religious leaders and had been on the air most of the time since 1923.

Now heard on WGNB (FM) Chicago, the station must pay $20 a meeting for a standby, he testified, because it has an organist and pianist. The rate was upped from $15 this year, he said. Protests have been sent to Senators and Representatives. The club has a free-will offering at services but hasn't solicited funds on the air for some years, he said in answering questions by Rep. Nixon.

David Nederlander, operator and part-owner of the Shubert Lafayette theatre in Detroit, narrated threats by the president of the AFM local if the theatre wouldn't

hire six musicians, though performances are comedy and drama. He gave in just before the opening show Oct. 11, 1941, he said, when threats were made that stagehands would not work. The next year he decided not to sign but was picketed. Though he won a court order on appeal, his booking office told him to put musicians back to work or no plays would be booked into his house, he testified.

"I still have musicians in the theatre," Mr. Nederlander said. "I pay $525 a week. I don't need them. As a matter of fact, they detract from the shows. I once tried to hire fewer men, but the union said 'six or nothing.' "

Calls AFM Negligent

Rep. Nixon, in a recital of steps taken by other unions to combat technological unemployment, suggested AFM had been negligent in failing to take similar measures for its members. Mr. Padway came back with a spirited account of what AFM had done along this line. He and Mr. Petrillo reviewed radio negotiations of the last decade and said they are "ready to negotiate now."

Mr. Petrillo said the union wants to spread work and said studio musicians in Hollywood weren't allowed to take other jobs, nor are Chicago radio musicians who work five days a week for $175 allowed to work elsewhere. This ban is designed to spread work for members, he said.

Rep. Klein (R-N. Y.), member of the full committee, who noted that his labor views are well-known, sat a few minutes. He told Mr. Petrillo he had heard "his men called him a God," and wanted to find out for himself. "Isn't it the purpose of your organization to obtain employment and see that your men are paid a living wage?" he asked. "Correct," replied Mr. Petrillo.

TUESDAY

With a five-man subcommittee sitting much of the time Tuesday, Mr. Petrillo was the target of questions that revealed the probers' indignation over refusal of the union to permit broadcasters from the Interlochen (Mich.) summer camp as well as the recent International Festival of School Music in Montreal.

And then when George Jennings, director of radio in the Chicago public schools, reluctantly admitted that no instrumental music could be played outside a school building or on the school's own FM station, the AFM head was described by Rep. Graham A. Barden (D-N. C.) as a "dictator."

"Chicago still is part of the United States. It doesn't take a passport to get in," Rep. Barden said in amazement. "These are abuses the American people will not long tolerate. The American people don't like to go to one man on matters of national policy. I doubt your ability to sit down and settle these matters."

Later in the day Rep. Barden told Mr. Petrillo he admired his patriotism in accepting the Supreme Court's Lea Act decision and the Taft-Hartley Act.

Willing to Cooperate

Out of the rough ride given the AFM head over the union's handling of the school, amateur and armed services bands came his offer to meet with music educators and service officials to "get this thing straightened out." (Mr. Petrillo had conceded, just prior to the offer, that "under the Lea Act the Federation can't interfere with these broadcasts" or require standbys.)

When Chairman Kearns asked, "Are you willing to straighten it out?" the union chief said, "I certainly am." "How soon?" the chairman wanted to know. "Whenever you say," replied Mr. Petrillo. "Before school opens?" the chairman went on. "You call the meeting," Mr. Petrillo said.

Sitting Tuesday with Chairman Kearns and Reps. Fisher, Barden, and Nixon were Rep. Wingate H. Lucas (D-Tex.) and Rep. James P. Scoblick (D-Pa.).

After Mr. Petrillo explained that he had called on NBC in 1940 to stop the Interlochen concerts on the ground that the camp was commercial, he was questioned about the Montreal festival in the spring. Mr. McCann introduced a telegram from Dr. Irvin Cooper, festival director, which stated that A. Rex Riccardi, assistant to Mr. Petrillo in charge of recording, had denied him permission over the telephone to permit recording of festival events for the benefit of students and that payment of $360 per hour for nine hours in standby fees would be necessary for choir performances.

Mr. Riccardi testified that he had not been notified prior to the phone call about the incident. On the basis of the facts as he heard them he construed the recording project as a commercial enterprise, Mr. Riccardi said.

When he conceded that no individual church choir or school can have a recording made by a union recorder without permission, Rep. Barden asked, "Would you like to live in a nation where your social life could be ruled over by one man?" "This was an emergency," Mr. Riccardi observed. "That makes it worse," Rep. Barden observed. "Would you like for a court to pass on your action? Haven't you gotten yourself in the position where you expect the people of the United States to come to you for permission?"

Would Do It Again

Mr. Riccardi said he would do it again. He added that AFM locals have permitted large numbers of festivals, and Chairman Kearns proposed that he submit a list to the subcommittee.

Chairman Kearns said that so long as music is on the regular curriculum of schools, broadcasts of performances should be permitted. He contended that performances of service bands should be available in recordings for use by schools. Mr. Petrillo said AFM has permitted many recorded broadcasts by service bands but won't allow them to record for commercial use.

"The more music radio has free, the less work we get," Mr. Petrillo said, which drew this observation from Rep. Barden: "You don't want to control most everything; you want to control everything."

"Any chance of unionizing the service bands?" asked the AFM head, drawing a laugh. "Government employes can't strike," Rep. Nixon reminded. "If they can't strike," Mr. Petrillo said, "I can't use them. . . . How about President Truman; he plays a piano?"

Mr. Jennings told the subcommittee he preferred not to testify about the Chicago school radio problem, since Mr. Petrillo had offered to settle school policy on a national basis but subcommittee members insisted on getting some of the details from him. Rep. Barden was indignant that the taxpayers were not allowed to benefit from music instruction financed by public funds. He asked why Mr. Pierce didn't go ahead and use instrumentalists on the school system's FM station. "We had trouble with the union the first week on the FM station," Mr. Jennings said. "Networks discontinued feeding us service band sustaining programs from Washington. I felt if we fought the union the AFM might adopt a policy affecting all FM stations."

When Rep. Barden suggested much of Mr. Petrillo's bad relations with the press may be due to the school situation, the union chief said: "The press owns radio stations who do business with the AFM."

Mr. Petrillo flatly denied knowledge of the Chicago school situation. "The matter never came to my attention. I give you my word I never heard of it."

Rep. Nixon read excerpts from the AFM's *International Musician*, January 1944, stating that no Interlochen band or similar band would go over the air, and criticizing Congressional action, but Mr. Petrillo protested he was reading from context, as the hearing was recessed for lunch.

Going once more into the quota problem, Rep. Nixon asked what Mr. Petrillo does when a local station refuses an AFM local's quota demand. Mr. Petrillo said, "I tell a network orchestra not to play unless the station meets the demands. I can't do that any more under the new law. It's a secondary boycott. The men must play for a station out on strike."

"You wouldn't close up a network?" Rep. Nixon asked, hinting at conspiracy clauses in the new labor law and antitrust statutes.

After an explanation by Mr. Padway of the union's arbitrary power to expel members, Mr. Petrillo said: "I'm glad he cleared it up. Now we don't know where we're at," drawing another laugh.

When eligibility of Mr. Kearns to conduct an orchestra at Interlochen came up, Mr. Petrillo said to the chairman, "I would advise we talk it over."

Network Negotiations

James C. Thompson, operator of the Chicago Opera House and Civic Theatre, testified on alleged standby demands by the Chicago AFM local that prevented him from booking certain entertainment.

Mr. McCann questioned the AFM president on network negotiations last January. Mr. Petrillo conceded

(*Continued on page 86*)

AFM CONTINGENT filled center portion of House committee room. At table in foreground are stenographer; Joseph A. Padway, AFM-AFL counsel; Mr. Petrillo. Left to right in background: A. Rex Riccardi, assistant to Mr. Petrillo; David Katz, attorney to AFM Local 10, Chicago; hidden behind Mr. Padway, Harry J. Steeper, first assistant to Mr. Petrillo; Clarence E. Meeder, assistant to Mr. Petrillo; Leo Cluesmann, AFM secretary; Henry Kaiser, of AFM counsel; J. Wharton Gootee, AFM employment fund supervisor.

Petrillo

(*Continued from page 85*)

the matter of "double pay" for FM was discussed in New York, with the networks urging him "to think it over." He said he would take up FM after AM contracts were signed.

Mr. McCann quoted a statement from the June 16 issue of BROADCASTING on Mr. Petrillo's Detroit convention remarks about contract negotiations under new legislation. The AFM head confirmed the statements and said he had also made them last year at the St. Petersburg convention.

Confusion over Mr. Petrillo's power over FM was cleared up when he said the AFM board had taken away FM power from the locals and then left it up to him. This caused the committee to excuse Mr. Swezey from testifying.

Television is under board control, Mr. Petrillo said. Testimony at the Monday hearing had shown that AFM contracts with movie producers gave the union control over broadcasting of films.

Rep. Nixon said the AFM makes contracts with big operators, using them as a pattern for the entire group. It thus can force small recorders out of business, he declared, adding, "You exert almost complete control over recordings as well as over strikes, school broadcasts on chains, FM and television. Your television policy might force that industry to develop other means of entertainment that might displace music."

"We don't know what to offer the television people," Mr. Petrillo said. "We're scared to death."

Warns Petrillo on Strikes

Rep. Nixon then warned Mr. Petrillo to check the law carefully before calling a strike on network and recording companies.

Mr. Petrillo thanked the committee for its "fine treatment." "I thought at the beginning it would be a burlesque show. I tried to be fair with you. The broadcasters did a good job on ASCAP. We might get our heads knocked off. I think radio is as free as the broadcasters are willing to make it. The chain companies have done a good job of programming and getting out good music. We're always afraid we'll lose our jobs. Should we destroy ourselves? We don't want to hurt anybody."

He was excused by Chairman Kearns with notice that it might be necessary to recall him later. Mr. Petrillo asked for a week's notice to rearrange his plans since he contemplated a trip to England to discuss a world music federation project designed to solve the problem of international performances.

IN REPORT on public service programs rendered by KQW San Francisco, during the first quarter of 1947, Grant Holcomb, director of public information of station, stated that 959 public service programs, totalling 331 hours of air time were broadcast.

Love That Union!

SOME 20% of the 216 AFM members hold cards for sentimental reasons, James C. Petrillo, AFM president, told the House AFM probe last week. "Some Congressmen, like yourself, Representative Kearns (subcommittee chairman), keep cards for sentimental reasons or maybe because they think the AFM has a fine president," the union head said.

"And incidentally, you are a fine musician," he told the chairman.

"Do you consider him a good Congressman?" Representative Nixon asked.

"I'll tell you after this hearing," Petrillo quipped.

Boost Directors' Pay

CBS and the Radio Directors Guild have entered into a contract covering directors and assistant directors employed by CBS Western Division which provides a pay boost for directors, creates category of assistant director and sets the pay scale for same. Contract is retroactive to Nov. 1, 1946. Under its terms seniors will receive $90 weekly during their first year of service, $100 a week thereafter. Salaries of assistant directors will be $65 a week the first year, $72.50 thereafter. The classification of contact producer is eliminated.

FCC Board Okays Purchase of WCOS

WBML and WDAK Associates Get Station for $205,153

ACQUISITION of WCOS Columbia, S. C. (1400 kc, 250 w) for $205,153 by Ernest D. Black and three associates in ownership and operation of WBML Macon and WDAK Columbus, Ga., was approved by an FCC Board last Thursday.

The new owners, doing business as Radio Columbia, have 25% interests each. They are: Mr. Black, president of WBML and vice president of WDAK, president; E. G. McKenzie, vice president of WBML, vice president; A. M. Woodall, WDAK president and manager, vice president; C. W. Pittman, WBML manager, secretary-treasurer [BROADCASTING, April 14].

The Commission also approved the assignment of license of WHBL Sheboygan, Wis. (1330 kc, 1 kw day, 250 w night), from Press Publishing Co., publisher of *Sheboygan Press*, to WHBL Inc., a subsidiary.

The proposed $581,250 sale of 77½% interest in WDSU New Orleans (1280 kc, 5 kw) by E. A. Stephens (40%) and H. G. Wall (37½%) to William Spiegelberg, Wall Street broker, and associates [BROADCASTING, Jan. 20, April 7] was designated for hearing.

The WCOS transaction transfers stock in Carolina Broadcasting Corp., the licensee, to Radio Columbia. Class A stock was owned by 10 businessmen and Class B by Paramount Pictures Inc. The businessmen and their respective shares of Class A were: R. B. Willby and H. F. Kincey, 16% each; Nash Well and M. S. Hill, 14.66% each; R. M. Kennedy, 12%; Roy L. Smart, 10%; Warren Irvin, Harry Hardy and J. H. Harrison, 4.44% each; Emil Bernstecken, 3.33%.

'CORNY' COMMERCIALS PAY OFF

Three G.I.'s Selling War Surplus Goods Find Radio Skyrockets Business

HORRIBLE! CORNY! SCREWBALL! Those are the adjectives used to describe a singing commercial which, in a few months, has brought fame and fortune to three Seattle G.I.'s.

The boys started out selling war surplus in a tent on the outskirts of Seattle, but they didn't set the world on fire. So when they came to Keene and Keene, Seattle advertising agency, for help in December, it was immediately evident there were several handicaps to be overcome. For one thing, their tent was on the edge of town and virtually inaccessible to those without cars; for another, all their money was tied up in inventory and finally, they were using the rather nebulous firm name of Veterans' Sales Outlet.

The agency immediately renamed the firm "The Three G.I.'s" and then planned their campaign around the personalities of the owners. It was thus that the famous, or infamous spots were born and nurtured until they now comprise two-thirds of the advertising budget and are heard more than 100 times a week over three Seattle stations.

Normally, they are one minute long and begin with the same or similar 25 second transcribed jingles. Then comes a live announcement such as this: "Next time you go out to the Three Gee-Eyes, look and see if there's a guy fastened to the wall with a padlock. Do you know who that is? It's Buford! Yes, the boys aren't going to let Buford out by himself any more since he bought all those suntan pants and shirts they got. He bought enough suntan pants and shirts to outfit the Brazilian army. All they can do now is sell them real cheap and get rid of them." Within a few weeks, they had sold 10,000 pairs.

Because of the limited budget at the outset, the agency decided to concentrate first on the audience of a local independent. They scheduled 12 spots daily on KXA, branching out later to KRSC and KIRO.

Here are the results: Before the radio campaign, the best Saturday volume was $685. They jumped to $2,200 the first month and by January the best Saturday volume reached $3,200. Sales have climbed steadily ever since and are now six times what they were before the campaign. In addition, the firm has expanded from one tent to four outlets, including a new one in Portland, Ore. The Three G. I.'s are agreed that there's magic in radio.

Radio in U. S. Zone

LATEST report by War Dept. on activities in the U. S. zone of Germany announces increase in power for RIAS (radio in U. S. Berlin sector) from 2 kw to 20 kw. This was made possible with installation of former German army mobile transmitter. RIAS broadcast special commentaries recently explaining the food shortages and counteracting war rumors. Elsewhere, Radio Munich urged farmers to fill their quotas and Radio Bremen compared U. S. food imports with Nazi treatment of occupied countries.

D. C. Antenna Bill Reported Favorably

House Subcommittee Approves Restriction Measure

BOGEY OF BAN against erection of radio or video masts in residential districts of the Capital was raised again last week when a House District subcommittee reported favorably on a bill to enforce restrictions against such construction.

The bill, which has plagued District of Columbia broadcasters for a number of years, was introduced in this session by Rep. Sid Simpson (R-Ill.). A subcommittee headed by Rep. Joseph P. O'Hara (R-Minn.) held hearings during which a number of local civic groups testified in favor of the measure.

Both industry and FCC experts told the committee that such restrictions would seriously interfere with the development of television not only in the District but in those areas served by Washington stations.

The bill, H. R. 2984, was amended, however, so that if passed it will not affect stations already built.

The bill provides: ". . . that no radio or television transmitting antennae, masts, or other structures of any description used in facsimile, frequency modulation, or television broadcasting shall be erected" in designated residential areas, "if any home, playground or recreational facility, or school, or any part thereof, is within the area encircling the antenna, or mast bounded by a circle drawn from the base of the antenna or mast and having a radius equal to the height of the antenna or mast itself."

The bill must still be approved by the full District Committee before coming to the floor of the House. There is so little time left to this session that the chances are better than even that the measure will not be voted on this year.

New Radio Audience Survey Is Tried

Iowa U. Sampling Method Eliminates Voluntary Reply System

By NORMAN C. MEIER, PH.D.
Director, Bureau of Audience Research
State U. of Iowa

IN RADIO AUDIENCE surveys the character of the sample is perhaps the most important single item, more so than the schedule, the interviewing or the number of respondents. Hence, in planning an audience survey of eastern Iowa* the Bureau staff considered all the known practices, reviewed the sampling techniques applicable to the particular problem and turned up with the methodology described in this article.

Neither the familiar quota so widely used in public opinion surveys nor the so-called "area" methods, as such, used by the Census Bureau, were regarded as applicable except in urban sections, for reasons that cannot be gone into here. Nor was the widely distributed mailed return or the county allotment checked return method deemed satisfactory. Any method depending upon voluntary return was ruled out for the obvious reason that all such questionnaire returns have a predominance of interested, upper-level respondents and hence constitute a biased sample.

Eastern Iowa is a region of small cities, towns and open country, rather uniformly dispersed with a fairly homogeneous distribution of population. Maps, including the Highway and Transportation county maps, showing all culture including farm homes and town buildings, are available along with state maps of any needed kind. The derived sample was worked out on maps before any respondent contacts were made.

Two Principles

Two principles were observed: that all selection of areas to be covered should be random, but random with respect to controlling factors, the most important being equi-distant intervals of signal strength and equally-spaced along each interval, with all points on different radii. The second principle is that once the locations and sizes of the areas were determined, every household in those areas would be contacted.

As developed, the method applies to town and farm respondents, and for want of a better designation is called a concentric-circle, staggered-radii, randomized pattern sample. The pattern is designed on translucent paper by drawing concentric circles at intervals of ten miles from the center, selecting three points at 120° intervals on the first, three on the next circle equally spaced but at interspersed points, three on the next, and so on until the maximum or peripheral coverage is attained. This pattern is then placed on a map of the same scale, pinning the center point at the location of the transmitter.

The whole pattern is revolved with the operator's eyes closed until he has lost all sense of where any point is now located and the movement then stopped. The pattern is then "fixed" on these spotted locations on the map. About each point, four square miles of open country are sampled; also, the nearest town to that point. In the Eastern Iowa sample 20 areas and 20 towns were thus selected. For reasons of avoiding the city of Cedar Rapids only two areas are chosen in the 15-mile radius.

NEW RADIO audience survey method, in which dependence upon voluntary return of questionnaires is eliminated, is described in the accompanying article by Dr. Norman C. Meier, head of the U. of Iowa's Bureau of Audience Research. Dr. Meier outlines the various steps taken by the Bureau in sampling a section of Eastern Iowa, with emphasis placed on the character of the sample as the most important single item.

Watson Adaptation

Urban residents were chosen by the Watson adaptation of the area method because the signal strength does not vary greatly over an urban area and population characteristics are available. This method was followed likewise for the other cities in the sample. The gross proportions for a sample of 2500 was apportioned among urban, town and farm in accordance with most recent population estimates.

The concentric-circle, staggered-radii method provides (1) equal areas (geographically considered) throughout the broadcast area sampled (the actual area being considerably greater), (2) station listeners in proportion to their listening practices (more distant areas would be expected to have fewer, for the station concerned; relatively more for nearer competing stations). Such distribution should be in direct proportion to all factors operating at a given point.

The method differs, except in urban areas, from so-called area sampling which is designed for sub-sampling within geographic areas. The straight area method yields a sample which does not avoid "bunching" of interview areas in favored localities and a slighting of other areas. Theoretically the method used conforms to the tenet of giving every listener an equal chance of being represented because the circles could have been located at any interval and the rotation provides the feature of randomizing.

In order to control the returns two methods are followed within the selected areas. First a call is made at all pre-designated households. If the respondent is a "D" or low "C" he is interviewed. If the respondent is a high "C", "B" or "A" the schedule (ten pages) is left after brief explanation and called for later. If the time is short, as when interviewing at considerable distance, only the low income levels are interviewed on the spot, the others being left for mail return. If the schedule is not returned within a week, reminders are sent, then appeals and finally, if necessary, a return visit. These methods are designed to expedite field work and yet assure maximum return.

*Being made currently for Station WMT of Cedar Rapids, Iowa, under conditions of a grant to the University.

ANCHORAGE STORY
Use of Municipal Power Lines For Broadcasts Hits Snag

ALASKA, the Land of the Midnight Sun and curious yarns, comes forth with a tale about Anchorage and "The Listening Post."

The story began early last month when two veterans "went on the air" via the Anchorage city power lines with a 600-kc carrier-current operation similar to the setups used on Army posts. The veterans, former KFAR Fairbanks Announcer Perry Hilleary and James Kelly, an agency man, were said to have blanketed the town of 12,000 with a good choice of records and a 20-hour-per-day schedule.

Incorporated under the name Alaska Program Service Inc. and doing business as "The Listening Post"—business amounted to a reported $1,500 the first week—the operation was said to be enjoying an avalanche of mail. Initial program featured the mayor, city manager, Chamber of Commerce officials, and the regional Civil Aeronautics Administration representative.

But toward the end of the month things did not seem so bright. KFQD Anchorage, only "bona fide" station in operation there, is reported to have protested to the Anchorage office of the FCC. The Commission's representative there indicated the pair probably were "in violation." "The Listening Post" thereupon declared an immediate hiatus to await clarification.

FCC Washington to date has not issued public notice of its ruling in the case, but it is understood to have advised that the operation is in violation of Sec. 2.101 of the Rules which pertain to operation of low-power radio frequency devices.

And today there is no listening to "The Listening Post."

PACIFIC NETWORK HOOPERS

EVENING

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
1. Radio Theatre	5	Lever Bros. Co.	J. Walter Thompson Co.	21.5	7.1	+14.4	59
2. Walter Winchell † (2 months)	6	Andrew Jergens Co.	Robert W. Orr & Assoc. Inc.	16.5	16.6	—0.1	1
3. Fibber McGee & Molly	6	S. C. Johnson & Son, Inc.	Needham, Louis & Brorby, Inc.	16.2	--	--	--
4. Bing Crosby	6	Philco Corp.	Hutchins Advertising Co., Inc.	16.0	--	--	--
5. Dennis Day	6	Colgate-Palmolive-Peet Co.	Ted Bates, Inc.	14.5	--	--	--
6. Jack Paar †	6	American Tobacco Co.	Foote, Cone & Belding	13.5	--	--	--
7. The Whistler	6	Signal Oil Co.	Barton A. Stebbins Adv. Agency	13.5	11.4	+2.1	12
8. Man. Merry-Go-Round	6	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	13.4	8.3	+5.1	33
9. Fred Allen	6	Standard Brands Inc.	J. Walter Thompson Co.	13.3	13.5	—0.2	5
10. Joan Davis	5	Lever Bros. Co.	Young & Rubicam, Inc.	13.2	--	--	--
11. Inner Sanctum	6	Emerson Drug Co.	Batten, Barton, Durstine & Osborn, Inc.	13.0	4.9	+8.1	93
12. Screen Guild Players	5	Lady Esther Sales Co., Inc	The Biow Co.	12.8	10.7	+2.1	13
13. Eddie Cantor	5	Pabst Sales Co.	Warwick & Legler, Inc.	12.2	11.6	+0.6	11
14. Can You Top This	6	Colgate-Palmolive-Peet Co.	Ted Bates Inc.	12.1	9.0	+3.1	25
15. Your Hit Parade	6	American Tobacco Co.	Foote, Cone & Belding	12.0	7.7	+4.3	48

† Includes first and second broadcasts.

How to Put a Daytime Local in The Black

Formula for Success Told By Station In Iowa

By GEORGE J. VOLGER

Mr. VOLGER

SUCCESSFUL operation of a 250-w station is described in the accompanying article by George J. Volger, manager of KWPC Muscatine, Iowa, operated by Muscatine Broadcasting Co. Ltd, a three-way family partnership consisting of Mr. Volger, his wife and Charles A. Henderson, his father-in-law. Mr. Volger was with NBC in Hollywood from 1938 to 1944 as night program manager, assistant manager of the Radio Recording Division, announcer and member of the program and sales traffic staffs. During 1945 he was associated with Art Rush Inc., Hollywood radio agency, as assistant to Mr. Rush.

NUMBER of daytime only stations has shown a great increase, and the multitude of new applications before the FCC indicates that the 250-w daytime operation certainly is not seeing a downward trend. With an average of a little over 12 hours air time a day, the daytime station has its own peculiar problems in programming, staffing and overall operation.

Like many other 250-watters, our station, KWPC Muscatine, has been trying—with considerable success, we believe—to master these problems. Muscatine, in southeastern Iowa on the Mississippi, is a city of 24,000 people in a highly active agricultural area. It also has seen considerable growth in industry, and its population has increased 5,000 in the last six years. The city is the greatest producer of fresh water pearl buttons in the world, and mill work factories, feed and grain elevators, grain processing and a major Heinz plant also are basic manufacturing activities.

With the Quad-City area of Davenport, Rock Island, Moline, and East Moline (four stations) only 30 miles away, Chicago 178 and Des Moines 135, there is healthy competition to get and hold listeners. Basic ABC, NBC and Mutual stations are located in the Quad-City area. At Cedar Rapids, 60 miles away, is a basic CBS outlet.

The question: How to compete with existing stations? Program content was the answer—but just how can a market the size of the Muscatine area justify the sponsoring of programs that would pull audiences through the day?

One answer was the fixing of an average rate for spot announcements, but setting the program time rate at somewhat lower than average for this size market. This also was in line with our overall program policy, for we firmly feel that a station overloaded with spot announcements is sounding its death knell. A little imagination, plus good program men and announcers, along with a sales department which believes in originality, can do wonders on the local station without national affiliation. Add to this a smooth operation from a technical standpoint and you can step right out and compete with any station on the log.

One way to secure immediately a good number of regular listeners is through local and regional news. KWPC has a fulltime news editor who edits and rewrites every newscast that goes on the air. These newscasts have averaged eight local stories, or 25-40% of each program. Much use is made of wire-recorded interviews on news programs, and the station has correspondents in smaller surrounding communities.

With a limited schedule, it is impossible to cover night sports events. Since Muscatine is a basketball center, it is necessary to supply as much sports news as possible apart from actual coverage. Sportscasts six days a week from 7:45-8 a.m. and 5:50-6 p.m. give complete coverage on all athletic events. Emphasis is on interviews with coaches and players, and wire recordings of sections of the previous night's games.

Assuring Loyalty

We firmly believe the local operation can best secure a loyal audience by being truly that—local. The Ministerial Assn., for example, has been given a half-hour each Sunday, used on a rotation basis by 30 churches. The public and parochial schools, along with the Junior College, use a 15-minute period Mon.-Fri. which includes school news, debates, civic discussions and glee club and orchestra presentations. The wire recorder often is used in obtaining programs in the class rooms. The KWPC engineering staff is cooperating with the public high school in setting up a broadcast studio of its own.

Needs of the rural audience are very important to any station in a farming area. Much good can result through cooperation with the County Farm Bureau, the Grange Assn. and other farm groups. Every Saturday at 11:45 a.m., a 15-minute program is given over to the extension director of the County Farm Bureau. Six days a week a special farm news and commentary is programmed 7-7:15 a. m. Opening stock and grain reports from Chicago are aired by remote control 9:55-10 a.m. from the office of one of the Muscatine area's largest feed and grain producers. At 12:30, also six days a week, the latest market quotations are supplied on a program which also features helpful home-making aids. The station also receives, five times a week, 2:15-2:20 p. m., a series of market trends and quotations from Des Moines via the Iowa Tall Corn Network. Outlying communities are brought into the picture through recorded interviews and discussions on happenings and problems in their localities. This is important, for the station must not give the impression that it is operating for urban listeners alone.

Good Music Helpful

Good music, programmed with the overall schedule in mind, is a great audience builder. Oddly enough, we have not used an excess of the hillbilly and western type.

We believe too, that care given to detail in a transcribed show more than pays out in listener reactions. Syndicated transcription shows have played a big part in our planning. Many stations feel as though too much of the client's dollar is going to the transcription company. We disagree with this theory. A local station has definite problems in programming, and syndicated shows can give a much-needed spark to highlight portions of the schedule.

With respect to commercials, we have definitely aimed at the easy informative style—not only in copy, but in delivery. We have found that people listen avidly to commercial copy. In a 15-minute program the number of commercials is limited to two, apart from the opening and closing of the show. Two types of spot announcements are used—100 word or one-minute transcription and the 30-word or 20-second announcement. There has been no reaction from clients to the effect that this amount of copy has limited them in any way.

No more than three spot announcements are allowed in a 15-minute section—and a small point, but important—a musical number is never cut short to insert an announcement. We also have a station policy of keeping at least one hour between the commercials of competing advertisers, and we do not accept local advertising of competing firms in nearby larger cities.

All copy is checked for unwarranted claims. We have found that if the normal standards of good taste and acceptability are applied it is not difficult to keep good sensible commercial copy doing a job for all the accounts. Already results in commercial announcements have been outstanding. The growing list of new commercial accounts testifies to this.

50% of Time Sponsored

Selling began on the station three months prior to opening. By Jan. 5 the billing in yearly contracts showed 70% for program accounts and 30% for spot announcement accounts, for a total of approximately $50,000 on the year's basis. Spot accounts have since shown a definite rise both in local and national business. This now has increased to over $80,000 gross over the 12-month basis. Percentage of time now sponsored is approximately 50%. The station was in the black in the second month of operation.

KWPC was the tenth station of the 12-station Iowa Tall Corn Network. The management believes that the regional network is definitely coming into its own, offering concentrated coverage in a specific area that cannot be matched by any other radio plan.

The present personnel at KWPC numbers 18—manager; two salesmen; program director; four announcers (one part-time); chief engineer and two first class men (one part-time); news editor; sports man; copy writer; music director; two secretaries; one part-time maintenance man. A number of these people are doubling in brass. Announcers write their own programs, apart from the commercial copy which is handled by the sales department. The sports man writes commercial copy in addition to other duties. The program director is responsible for traffic details, is in charge of passing on all copy, and handles some announcing assignments. Management, sales and program depart-

Aids Runyon Fund

MORE THAN $20,000 was pledged to the Damon Runyon Memorial fund for cancer research as a result of a 20-hour marathon broadcast over WHN New York on July 2, according to station officials. WHN's entire broadcast day from 6 a.m. July 2 to 2 a.m. July 3 was devoted to appeals from network celebrities as well as the station's own talent.

ments work very closely on all production and program details.

In the interests of smooth operation, it is our theory that the engineer should not be utilized as a "combination" man, taking on announcing duties in addition to transmitter responsibilities, keeping log, handling transcriptions, and setting levels at console. It is well nigh impossible to achieve a high standard of production in this manner—and rare is the combination of good announcer and competent engineer.

During KWPC's ninth week of operation, March 2-8, 1947, a survey was taken by Robert S. Conlan & Assoc. of Kansas City. The survey showed that KWPC had over half of all the listening homes during its operating periods, at all times having three to six times the audience of its nearest competitor.

We were very pleased, of course, to note this high percentage of listeners. However, the survey also confirmed our policies of programming.

Operating Costs

To back up our plans for stressing good programming we knew that we'd have to utilize experienced personnel and furnish these people with good working materials. Our monthly operating costs are in excess of what we had originally figured; our original estimate for operating costs was $4,000 a month. The following figures show our present monthly operational expense to be closer to $4,600.

Payroll	$3,400.00
18 people (3 part-time)	
Music library & records	160.00
Music rights	200.00
News wire, Western U. & Telephone	260.00
Utilities	80.00
Express	50.00
Advertising & Promotion	225.00
Office Supplies	125.00
Equipment supplies	75.00
TOTAL	$4,575.00

CONSERVATION

WMT Uses Flood to Focus Attention on Campaign

WITH FLOOD damage to Iowa land estimated at $107,000,000, WMT Cedar Rapids took special advantage of Soil Conservation Week, June 22-28, to "sell" listeners on the urgent need for conservation.

To make the campaign thorough and complete, WMT asked for aid from Kenneth King, chief of Iowa's Soil Conservation Office, who gladly sent his information director to the station for two days. There he turned out copy, participated in special broadcasts and supervised in general. Within six days, WMT had put soil conservation on the air 188 times.

In addition to interviews and spots, the station used humorous ditties. One, for example, went as follows: "People all dead . . . atomic explosion? No, nothing like that, just soil erosion."

NINE-STATION OKLAHOMA network—KTOK Oklahoma City, KOME Tulsa, KCRC Enid, KGFF Shawnee, KTMC McAlester, KSWO Lawton, KVSO Ardmore, KADA Ada and KBIX Muskogee—starting today (July 14) will carry transcribed show featuring western music by Bob Wills and His Playboys Mon.-Fri., 12:30-12:45 p.m., under sponsorship of B. F. Goodrich Stores. Picture was snapped as contract arrangements for show were completed. Seated (l to r): Frank J. Lynch, KTOK sales manager; Hoyt Price, Goodrich district manager in Oklahoma; R. L. Faulkenberry, retail store supervisor. Standing: N. A. Keuhnl (l), also a retail store supervisor, and Robert D. Enoch, KTOK station manager.

WSPA, WORD Sales Given Approval of Commission

SALES of WSPA and WORD Spartanburg, S. C., for $450,000 and $85,000 respectively were approved by FCC last Thursday. FM operations are included in both transactions.

A. B. Taylor and Walter J. Brown are selling WSPA, a CBS affiliate on 950 kc with 5 kw, to Surety Broadcasting Co., grantee for WIST Charlotte, N. C., and subsidiary of Surety Life Insurance Co., licensee of WIS Columbia, S. C. and grantee for WIS-FM.

Mr. Brown and associates, including former Secretary of State James F. Byrnes, are buying WORD, which Mr. Brown founded, from J. M. Bryan and Smith Davis, co-partners in Spartanburg Broadcasting Co.

The transactions will be consummated about Aug. 1.

New owners of WORD, a 250-w ABC affiliate on 1400 kc, are Mr. Brown, president and treasurer and 61.6% stockholder; former Secretary Byrnes, of Spartanburg, 5%; General Newspapers Inc., licensee of WGNI Wilmington, N. C. and permittee of WGNH Gadsden, Ala., 33.3%, and Miller C. Foster, Spartanburg attorney, 0.1%. They will operate the station under the name of Spartan Radiocasting Co.

Mr. Brown, former assistant to Secretary Byrnes, owns 30% interest in the new WTNT Augusta, Ga. and at present is manager and 10.5% stockholder of WSPA. The 5-kw station is licensed to Spartanburg Advertising Co., but under the transaction approved by FCC the stock will be transferred from Mr. Brown and Mr. Taylor (89.5%) to Surety Broadcasting.

Surety Broadcasting is headed by Francis M. Hipp, vice president of its parent Surety Life Insurance Co. G. Richard (Dick) Shafto, general manager of WIS and WIST, will also be general manager of WSPA under the new ownership.

Personnel Shift

FLORENCE CRUZEN, former media director for H. M. Gross Co., Chicago, has joined John W. Shaw Inc., Chicago advertising agency, as media director (space and time buyer) replacing Pauline Watros, who resigned to join newly-formed Levally Inc. of Chicago [BROADCASTING, July 7] in similar capacity. Margaret Tiemstra, former radio and space buyer of Agency Service Corp., Chicago, has joined H. M. Gross Co., replacing Miss Cruzen as media director.

ABC in TBA

APPLICATION by ABC for active membership in the Television Broadcasters Assn. Inc., was approved by the TBA board of directors at a meeting in New York July 9.

Up in a Hurry

THOMAS N. DOWD, Washington radio attorney, bounced out of a hospital bed three days after an emergency appendectomy to appear at a hearing before the FCC. Mr. Dowd was taken to the hospital at 3 a.m. July 4, operated on at 5 a.m., and appeared at the FCC with his brief case at 10 a.m. July 7. He represented WTOL Toledo in proceedings involving renewal of the station's license. He is a member of the firm of Pierson & Ball.

Quits as Sponsor

WILLIAM R. WARNER CO. Inc. (Rayve Shampoo) July 17 discontinues Chicago-originated dramatic show, *Grand Marquee*, confirming earlier trade reports. NBC, over which program has been aired 6:30-7 p.m. (CDST), will continue to carry show on sustaining basis. Sponsor, which is not planning any other program at present, may pick up show in fall, according to reports. Account is handled out of New York office of Roche, Williams and Cleary Inc.

Ad Men Hospitalized

I. J. WANGER, vice president, Chicago office of Olian Advertising Co., who suffered a heart attack fortnight ago, is still hospitalized in Chicago's Grant Hospital. Clem B. Peterson, manager of Chicago office of Branham Co., station representatives, also hospitalized, was operated on July 7 at Presbyterian Hospital. He is expected to be out of action for better part of a month.

Railroad Video Show

THE UNION PACIFIC and Chicago and North Western railroad companies last week announced their joint sponsorship of WBKB Chicago's new Tuesday evening video show, *Streamliner Time*. The program is a 15-minute remote telecast from the North Western depot in Chicago, featuring train-time interviews with prominent persons. Contract is for 13 weeks.

Charles F. Kelly Jr.

CHARLES F. KELLY Jr., president of Kelly, Zahrndt & Kelly, St. Louis agency, died July 4 of coronary thrombosis. He had been an invalid since suffering a stroke last Oct. 31. Mr. Kelly entered the advertising business after serving in World War I, eventually joining D'Arcy Adv. Co. Later he moved to McJunkin Adv., Jimm Daugherty Inc., and other agencies, establishing in 1935 the firm that became Kelly, Zahrndt & Kelly. The business will continue under the same name with no change in personnel. Mr. Kelly is survived by his wife, three daughters and a son.

At Deadline ...

PETRILLO RECALLED SEPT. 15; MAY CONFER WITH PROBERS

SERIOUS effort will be made by House Labor subcommittee to persuade James C. Petrillo that he must drop threats and other pressure tactics, Chairman Carroll D. Kearns (R-Pa.), chairman, said late Friday in announcing union head would be recalled to stand at 10 a.m. Sept. 15 (early story page 15). Public hearings postponed to that date.

Chairman said subcommittee will meet privately with Mr. Petrillo in meantime. Files of committee said to be packed with fodder for investigation. In addition, new complaints against music leader have come in since two-day grilling last week. Subcommittee incensed at his threats to stop recording Jan. 1 and halt all network music Feb. 1.

Subcommittee has renewed Petrillo subpoena to Sept. 15. Notified by BROADCASTING that most broadcasters will be at NAB convention then, chairman said subcommittee may decide to postpone public hearings another week.

Chairman Kearns plans to work out procedure to bring Mr. Petrillo into conference with educators and service band officials in effort to give amateur organizations more opportunity to broadcast noncommercially.

Chairman Fred A. Hartley Jr. (R-N. J.) of full Labor Committee, said Friday subcommittee may be able to reach agreement with union president on some of his practices.

FOUR NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for four new AM stations announced by FCC Friday in final actions on two competitive proceedings.

Commission issued order making final its proposed decision to grant applications of Ruston Broadcasting Co. for 1490 kc with 250 w fulltime at Ruston, La., and Hope Broadcasting Co. for same facilities at Hope, Ark. [BROADCASTING, June 16]. Order also gave third applicant in case, Magnolia Broadcasting Co. of Magnolia, Ark., grant for 630 kc with 1 kw, day only, in lieu of 1490 kc which it had sought.

In other case, FCC made final its proposed and supplemental proposed decisions to grant application of Lake Erie Broadcasting Co. for new 250-w fulltime station on 1450 kc at Sandusky, Ohio, and deny Bay and Sandusky Broadcasting companies' requests for same assignment [BROADCASTING, April 28].

Lake Erie company controlled by Lloyd A. Pixley (51.2%), who with family owns WCOL Columbus; other interests held by Albert E. Heiser (26.8%), sales manager Victoreen Instrument Co., Cleveland; Albert H. Kelly (12%), WCOL manager; Thomas J. Murray (10%), attorney.

Magnolia (population 7,000), Hope (10,000) and Ruston (9,500) each getting first local outlet. Magnolia Broadcasting owned by 17 business and professional men headed by Dr. Joe F. Rushton, physician, who has 10%. Hope Broadcasting has 10 stockholders with Alex H. Washburn, editor-publisher of daily Hope Star, as president and 40% owner. Ruston Broadcasting is owned by Charles E. Faulk Jr., owner-publisher of Ruston Daily Leader.

PETITION of WJOL Joliet, Ill., for reconsideration of order designating its license renewal application for further hearing, denied by FCC Friday.

WBAL APPEALS DISMISSAL OF COMPLAINT AGAINST FCC

WBAL Baltimore Friday filed notice of appeal to U. S. Court of Appeals for D. C. from District Court's dismissal of its complaint against FCC and FCC Blue Book [BROADCASTING, July 7]. Station this week will ask appeals court to reinstate preliminary injunction, dissolved by District Court's order, to bar further FCC proceedings in WBAL renewal case till litigation completed.

FCC sources said they've given no thought to new date for hearing WBAL renewal application and rival bid of Drew Pearson, Robert S. Allen and associates for Baltimore station's 1090-kc, 50-kw facilities. Reinstatement of preliminary injunction would prevent such hearing until appeal decided. Notice of appeal, and motion to reinstate injunction prepared by Dempsey & Koplovitz and Littlepage & Littlepage, Washington counsel for WBAL and Hearst Radio, licensee.

NBC AFFILIATES MEET

QUARTERLY meeting of NBC Stations Planning & Advisory Committee held Thursday and Friday at network's New York headquarters. Attending were Niles Trammell, NBC president; Paul W. Morency, vice president and general manager of WTIC Hartford, Conn., and chairman of SPAC; Richard Mason, manager of WPTF Raleigh, N. C., and secretary of SPAC; Milton Greenebaum, president and general manager of WSAM Saginaw, Mich.; H. W. Slavick, director of WMC Memphis; Walter E. Wagstaff, general manager of KIDO Boise, and H. Quentin Cox, manager of KGW Portland, Ore. Two other members, William B. Way, manager of KVOO Tulsa, and John J. Gillin Jr., president of WOW Omaha, unable to attend.

NEW EMERSON SETS

TABLE model video receiver and five new radio sets, introduced by Emerson Radio & Phonograph Co. at distributor meeting in New York, will be shown this week to midwest distributors in Chicago. Television set, with 10-inch viewing screen, includes video and accompanying sound only, retails at $375. New Emerson radio line includes portable at $19.95, table model at $19.95, "pocket model" at $34.95, AC-DC-battery set at $49.95 and portable record player at $59.95.

LINCOLN OPERATING Co., Miami, Fla., Friday granted new station by FCC on 1140 kc, 10 kw local sunset and 5 kw night, directional. Competitive application of Sun Coast Broadcasting Corp., Coral Gables, Fla., dismissed at request of Sun Coast. Lincoln Operating owned by Mitchell Wolfson, president 27%; Sidney Myer, vice president 27%, and Wolfson-Meyer Theatre Enterprises, 46%. Grant subject to any interference from WKAX Birmingham.

WXGI Richmond, Va. (formerly WFFV), whose grant for 1 kw day on 720 kc had been stayed by U. S. Court of Appeals for D.C. in late May as result of clear-channel litigation [BROADCASTING, June 2] Friday was granted modification of permit by FCC to change frequency from 720 to 740 kc. WXGI permittee is Radio Virginia Inc.

ARMY TO SPONSOR FOOTBALL ON ABC, MBS

FALL radio campaign for U. S. Army recruiting will be similar to last season with 20 to 22% of $4,500,000 advertising budget (which Congress is expected to approve soon) going to radio, James E. Hanna, in charge of radio for N. W. Ayer & Son, New York, disclosed.

About Sept. 27 Army recruiting will start to sponsor college football broadcasts on ABC and MBS, as it did last season. Prior to scheduled football season, Army may sponsor all-star football game or two.

Date for spot campaign not yet set. According to Mr. Hanna, it will begin "when real need for recruiting drive becomes evident." It may occur during high school graduation periods or later, he indicated.

JOHN D. ALLISON named manager, Taylor-Howe-Snowden's New York office effective Aug. 1. Mr. Allison is former vice president, Headley-Reed Co.

Closed Circuit

(Continued from page 4)

field tests. They see in it great opportunity for speedy conversion of substantial numbers of AM listeners to FM.

ONLY COMMUNIST-OWNED station in this hemisphere—*Mil Diez*, which means 1010, denoting frequency on which station operates in Havana with 10 kw—has expansionist ambitions. Operated by Partido Socialista Popular, described as out-and-out Communistic, station is seeking subsidiary outlets for network operation in Camaguey, Santa Clara, Holguin and Santiago—Cuba's largest cities. Thus far, however, Sergio Clark, minister of communications, has refused consideration.

FORMATION of new station representation organization, to handle rural coverage stations exclusively, being discussed by midwestern group, with well-known station manager as directing head. Plans may crystallize within fortnight.

KNOTTY parliamentary problem will face NAB if members don't approve all 12 articles in new by-laws, which go in mails within few days. If 11 of 12 were approved, for example, setting aside by-laws for convention action might be necessary. Otherwise special post-convention referendum would be needed.

NEW FM regional networks now under discussion in Michigan and other States, with prime movers anxious to tie in with national organization. Some quarters predict present Continental Network, fathered by Everett Dillard, owner of WASH Washington, KOZY Kansas City, will become backbone of coast-to-coast network.

HOUSING headaches still plague FCC as quarters for new examiners continue wanting. With Post Office Dept. pressing for space, Commission's newest nightmare is rumor that newly located offices in Temporary Bldg. I may soon be juggled to Temporary Bldg. II or "somewhere." Even in FCC's own words it adds up to inefficient operation.

FI

THREE firsts in a row!

WWJ is a name long associated with "firsts" in Detroit. WWJ was the first AM station in America, having begun broadcasting commercially way back in 1920. WWJ-FM was the first FM station in Detroit—on the air regularly since 1940. And now WWJ-TV, newest sister station, is the first and only television station in Detroit—already broadcasting commercial and sustaining features, among which are televized broadcasts of the Detroit Tigers baseball games. It is this pioneering instinct so consistently identified with the letters WWJ, that has given The Detroit News its well-earned leadership in Detroit's radio field.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

WWJ
950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

Associate FM Station WWJ-FM . . . Television Station WWJ-TV